NOVEMBER
1951



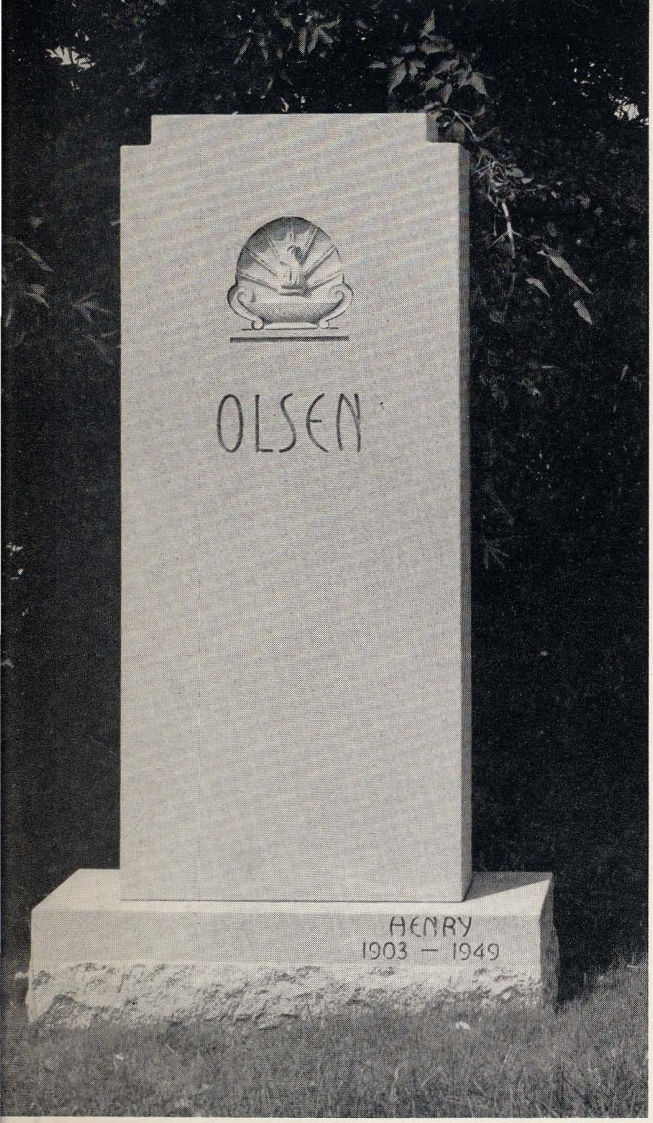
Monumental NEWS-REVIEW

Combining

MONUMENTAL NEWS

GRANITE MARBLE & BRONZE

THE MONUMENT AND CEMETERY REVIEW





More
"MONUMENTS
of
THE YEAR"
in
WETMORE & MORSE

The Olsen and Morgan memorials, erected this year in Hope Cemetery, Barre, Vt., and selected as "Memorials of the Year" by the Staff Critic of Monumental News-Review, represent the work of two outstanding Barre manufacturers. One is an excellent example of fine modern design and modern techniques, the other illustrates the continued appeal of the traditional in memorial art and craftsmanship. But whether you choose the modern beauty of the Olsen memorial or the Gothic theme of the Morgan monument, you'll find that you can select no finer material than Wetmore & Morse Certified Select Barre Granite.

The Olsen Memorial is the work of Wm. Saporiti & Co., of Barre, Vt., the Morgan monument was produced by Valz Granite Co., of Barre, Vt.

WETMORE & MORSE QUARRY

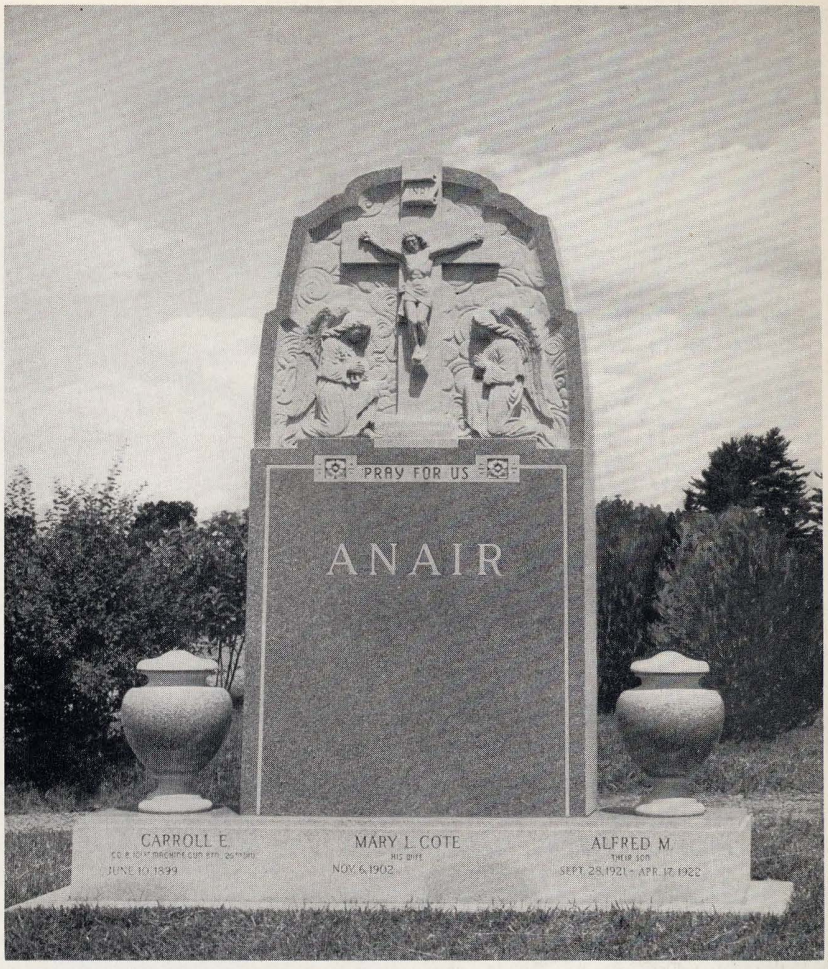
Division of Rock of Ages Corporation

BARRE, VERMONT

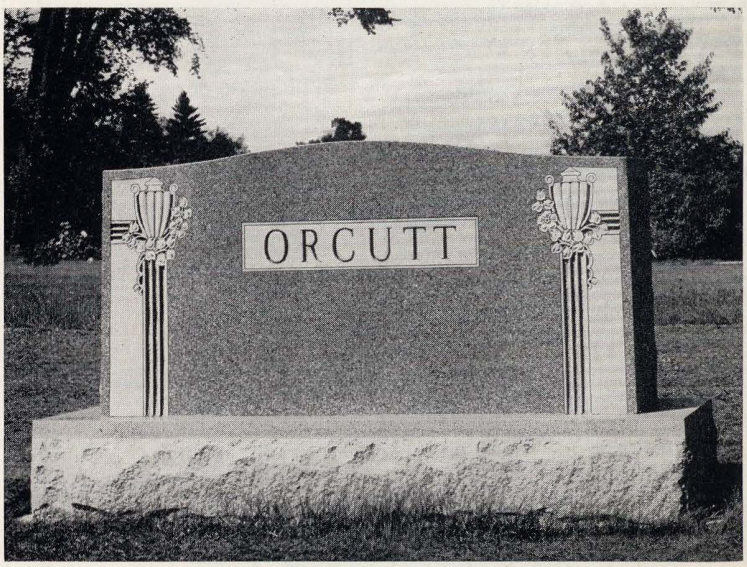
POLISHED BEAUTY
in
PIRIE'S DARK
BARRE GRANITE

There can be no greater compliment to a granite than its selection for the family memorial of a memorialist, whether he be a manufacturer or a retailer. A large number of the manufacturing families of Barre have selected Pirie's Select Barre Granite for their own monuments, and an equally impressive number of retail memorialists have done likewise. The Anair Family Memorial was erected by Carroll E. Anair, prominent memorialist of St. Johnsbury, Vt. Mr. Anair represents the third generation of his family affiliated with the monument business and he has contributed greatly to the beauty of many a cemetery in northern Vermont with the fine works he has erected. His own memorial and the Orcutt monument are typical of his discriminating taste.

Whether delicate hand carving or precise machine work is required, you'll find that Pirie's Select Barre Granite meets the most exacting demands.



The Anair Family Shrine was erected in Mt. Calvary Cemetery of St. Johnsbury, Vt. The Orcutt memorial was placed in Mt. Pleasant Cemetery in the same city. Both were produced by the Peerless Granite Co., of Barre, Vt., for Carroll E. Anair of St. Johnsbury, Vt.



J. K. PIRIE ESTATE . . . BARRE, VT.

Quarriers of Pirie's Select Barre Granite

Modernly Equipped to Give You Service and Satisfaction



LOUIS Z. HOTTE GRANITE CO.
Ayers Street . . . BARRE, VERMONT

Granite Memorials of the Finest Quality

Our wide variety of beautiful granites will fill your every need: -

EXTRA DARK and MEDIUM QUINCY; — BLUE-WHITE WESTERLY; — BALMORAL, BEERS, MOROCCAN RED and SWED ROSE RED GRANITES; — SELECT CHESTER, — EMERALD and BLUE PEARL, and SWEDISH BLACK.

Manufactured to your specifications.

We Welcome Your Inquiries.

GRAY ROCK GRANITE WORKS, INC.
129 Centre Street **Quincy 69, Mass.**

MESSERLY CLEANEST CLEANER

Since 1915

2 Lbs. Prepaid ..... $ 2.50
10 Lbs. Collect 8.00
25 Lbs. Collect 18.00
100 Lbs. Collect 70.00

MRS. E. J. MESSERLY
324 Crescent Park, Warren, Penna.

PLEASE MENTION MONUMENTAL NEWS-REVIEW WHEN ANSWERING ADVERTISEMENTS

Genuine GOLDEN PINK
THE WORLD'S MOST BEAUTIFUL GRANITE
QUALITY - DURABILITY

SOLE PRODUCERS
THE BOTTINELLI GRANITE CO.
NEW LONDON, CONN.

LETTERS TO THE EDITOR

These columns a monthly Monumental News-Review feature, are dedicated to the principle of the open forum and to the belief that a frank discussion of the industry's problems is beneficial. While opinions expressed in these letters do not necessarily agree with our own, we do reserve the right to censorship on material of a libelous or obviously personal nature. Letters are solicited from all branches of the trade and unless otherwise requested the writer's name will be published.

ANOTHER SIDE TO THE CONTROVERSIAL NEW YORK SITUATION

Monumental News-Review:

On page 11 of the September, 1951, issue of the MONUMENTAL NEWS-REVIEW, in an article entitled "AMA Votes To Support Barre Granite Industry Legal Battle," it is stated that the "American Monument Association Directors unanimously agreed that the objectionable proposals by employers and unions in New York . . ."

Without entering into any characterization of the law suit in which many of our members have been designated as defendants, we should like you to note in your valued Journal that these were not "proposals by employers and unions in New York." The now famous (or infamous) restrictive clause was one of the demands made upon individual members by the union and it was vigorously opposed by them, even to the extent of a costly seven weeks strike. It was only because of the capitulation by a few so-called "independents" that others were forced to sign up, more by virtue of the economic pressure and coercion involved rather than an affirmative or voluntary agreement with the provision.

We should like you to know, and through you to advise the AMA, that the employers so characterized have filed answer to the suit denying the claimed conspiracy of any indication of the fact that the causes were joint "proposals by employers and unions." It is a mistake to think that any far-sighted or intelligent merchant would join hands in an illegal fashion against his sources of supply to effect his own economic ruination. It is the belief of many of us (1) that the union demand was ill-advised, and that (2) the Barre Granite law suit bringing in the additional individual defendants was inappropriate as to them because they had resisted this union demand for so long, even to the extent of a costly seven weeks strike. This sufficiently indicated their attitude and it would have been enough if the plantiffs had continued on with the determination of the suit with the original defendants who had signed up with the union right away. It is our earnest hope in the industry that through some means the matter may be peacefully resolved to the best interests of all parties concerned.

Very truly yours,
M. J. LOVELL, *Director-Counsel*
Greater New York Retail
Monument Dealers Ass'n, Inc.

EDITOR'S NOTE: *The lines which Mr. Lovell quotes above, from* MONUMENTAL NEWS-REVIEW, *September 1951, page 11, are from a news story in* The Barre Daily Times *which we quoted directly and credited as such.*

[*Continued on page 8*

Published monthly by Monumental News-Review, Inc., 429 Franklin Street, Buffalo 2, New York. Entered as second class matter, February 26, 1940, at the post office at Buffalo, New York under the Act of March 3, 1879. Additional entry in Hanover, New Hampshire, February 28, 1949.



Another

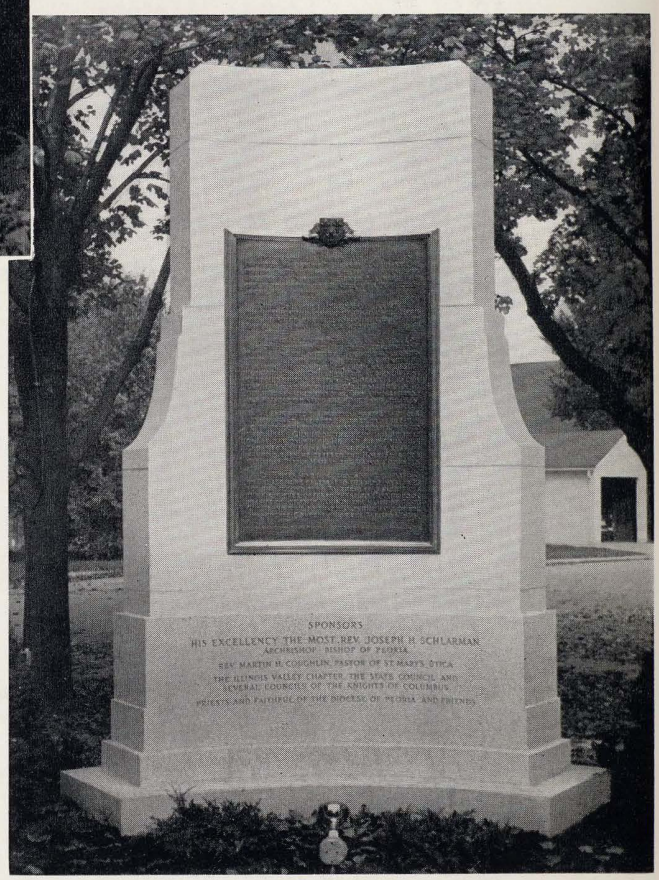
AMERICAN LANDMARK

in Wells-Lamson Barre Granite

The FATHER MARQUETTE MEMORIAL

The Pere Marquette Memorial, erected on the grounds of St. Mary's Catholic Church in Utica, Illinois, was dedicated October 14th of this year with the most impressive ceremonies. Virtually all the dignitaries of the Church in the middle west were in attendance, including Samuel Cardinal Stritch, who unveiled the memorial after an inspiring message.

Cram & Ferguson, of Boston and New York, long famed for their ecclesiastic work, were the architects, and they once again chose George R. Sands & Sons, veteran memorialists of Cambridge, Mass., to handle the production of this important commission. The manufacturer selected was the Wildbur Granite Co., of Barre, Vt. The material chosen was Wells-Lamson Barre Granite.



In the story of the making of America there is no chapter more inspiring than that of the seventeenth century Jesuits in the Mid-West. For sheer courage and devotion to their assigned missions in an unexplored country peopled with savages, their accomplishments are almost beyond belief. Unarmed and virtually alone, these men of God went into an unknown land thousands of miles from their native France with nothing more than Faith; and they prevailed where armed expeditions with thousands of men would have failed. Among these names none compels more homage than that of Father Marquette, the heroic Priest-explorer, who advanced the cause of Christianity and civilization many years. In 1673 the Rev. Jacques Marquette S.J. and Louis Joliet became the first white men to visit Illinois. It was then that Father Marquette promised the Indians of Kaskaskia village, near present day Utica, Ill., that he would return and found for them a mission. He fulfilled his promise in 1675, when he established there the Mission of The Immaculate Conception and there he offered the Holy Sacrifice, the first Parish Mass in the Illinois country. And now this monument keeps ever alive this glorious story for this and future generations.

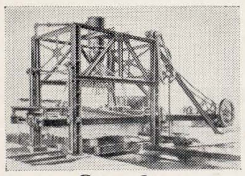
The WELLS-LAMSON QUARRY CO.

Barre, Vermont

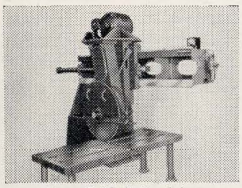
MAIN OFFICE and PLANT Patch-Wegner Company, Rutland, Vermont



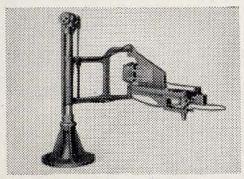
Profile Grinder



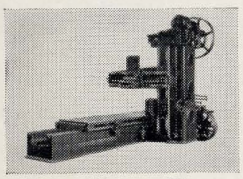
Gang Saw



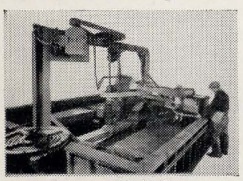
Cut-Off Machine



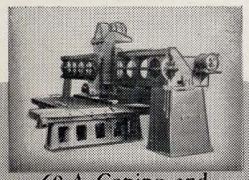
Rapid Polisher



Motor Driven Planer



Super Polisher



60-A Coping and Molding Machine

Specialists in stone, marble, granite, and slate working machinery

For nearly a century Patch-Wegner has devoted its entire efforts and resources to the development and improvement of heavy and light equipment for the working of marble, granite, slate and other stones.

90 Years of Experience—Our experience and our intimate knowledge of the industry's problems over these years has resulted in a completely rounded out line of stone-working equipment which is efficient, dependable and economical, for getting out a maximum of production at the lowest cost and with a maximum of convenience to the operator.

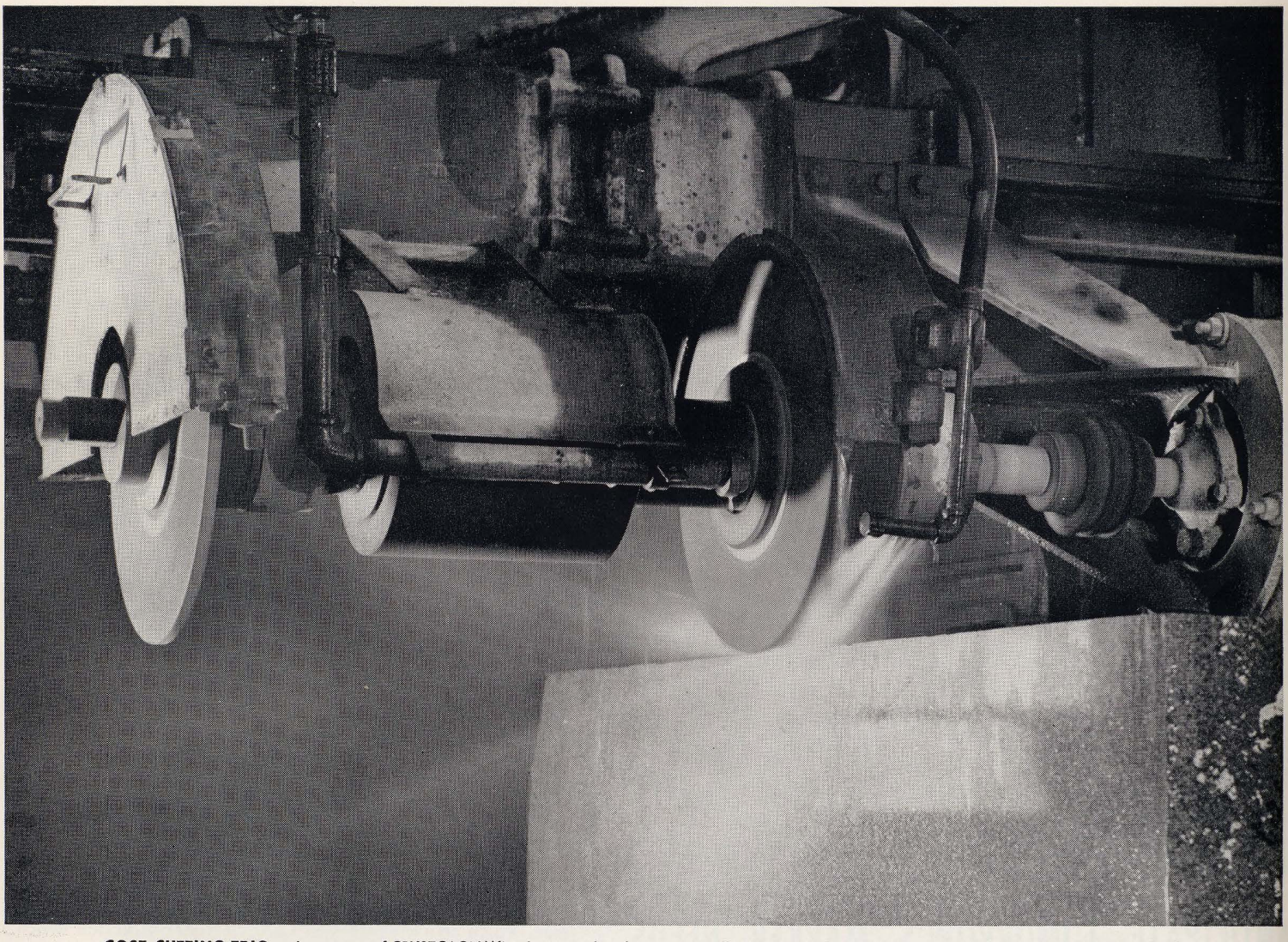
New Features and Improvements—During these years such improvements as totally enclosed ball and roller bearings, direct motor and V belt drives, hydraulics, and electrically operated control panels have been incorporated in these machines for high-speed operation, longer life, and lower power and maintenance costs.

Patch-Wegner Makes—Straight Cut Gang Saws • Rotary Shot Saws • Swing Gang Saws • Wire Saws • Profile Grinders Edging Machines • Large and Small Polishing Machines Coping and Moulding Machines • Cut Off Machines • Planers Rubbing Beds • Turning Lathes.

Write for Bulletins

Patch-Wegner Company, Inc.

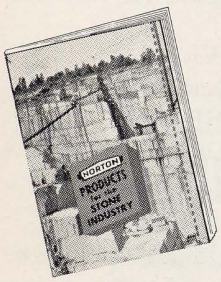
RUTLAND, VERMONT, U.S.A.



COST-CUTTING TRIO... three types of CRYSTOLON Wheels mounted on the same spindle. Roughing wheel, right; Finishing wheel, center; Coping wheel, left.

Get top quality results at minimum cost with Norton CRYSTOLON Wheels

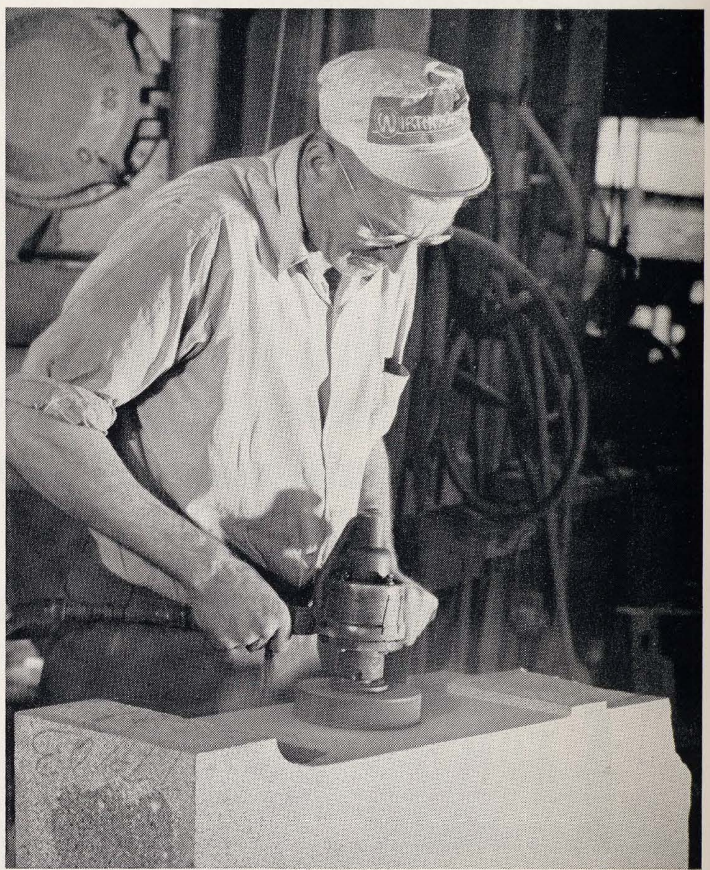
Whether it's a contour grinding job, coping, or a small surfacing operation, you'll find Norton CRYSTOLON Wheels offer outstanding performance. Choose from a wide assortment of sizes and specifications.



CRYSTOLON Wheels of the following specifications form a cost-cutting trio when mounted on the same machine, as shown above: Roughing Wheel — 37C141-M4B-5; Finishing Wheel — 37C46-S5B-7; Coping Wheel — 37C241-R2B-4.

For complete details, send for the 67-page, illustrated booklet "Norton Products for the Stone Industry." NORTON COMPANY, Worcester 6, Mass.

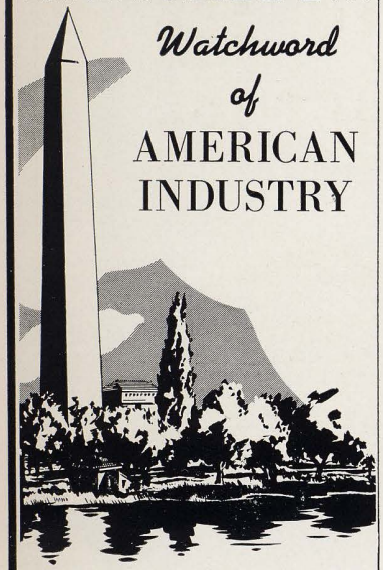
NORTON
ABRASIVES
Making better products to make other products better



REDUCE LABOR COSTS, increase production with fast-cutting Norton CRYSTOLON Wheels on small surfacing jobs. (Guard removed to show wheel.)

INTEGRITY...

Watchword of AMERICAN INDUSTRY



Business integrity is a characteristic to be admired. For 50 years the Ottawa Silica Company has been serving industry with the highest quality Silica Sand.

Flint Shot Is The Recognized Standard of Mineral Abrasives

ETERNAL AS THE SANDS OF TIME

Ottawa Silica Co.

Plants located at OTTAWA, ILL. ROCKWOOD, MICH.

LINDSAY PORTABLE SANDBLAST

COMPACT RUGGED



Model CXW
For Cemetery Lettering
And Shape Carving

P. K. LINDSAY CO.
97R TILESTON ST.
EVERETT 49, MASS.

ANTICIPATE TOMORROW'S MARKER NEEDS

ORDER MARKERS FOR SPRING SELLING NOW!

BARRE GUILD

SOUTH END POLISHING MILL, INC. • BARRE, VT.

LETTERS TO THE EDITOR Continued

M.B.A. PRESIDENT HOYT S. HOLTON REPORTS ON MARKETING PROGRAM

Monumental News-Review:

You may be glad to know that the campaign for the A.H.M.S., Inc., funds for a national marketing program is in process. Meetings have been held in Mineral Wells, Texas, in Tulsa, Oklahoma, and in Grand Rapids, Michigan (for the Western Michigan dealers); Thursday, November 8th, for the Eastern Michigan dealers, who will congregate at Detroit. On November 11th, the Ohio and West Virginia dealers will assemble at Columbus. On the 13th, the Kentucky dealers hold their meeting. On the 15th, Eastern Minnesota dealers will meet at Minneapolis. On the 16th, the Southern Minnesota dealers will meet at St. Cloud.

Because of the difficulty in organizing meetings and the interferences, such as the hunting season, which we run into in various parts of the country, may make it necessary for us to revise our deadline date of December 1, until after the state meetings; but I expect to see Mr. L. C. Henley, of Montgomery, Alabama, in Columbus next Sunday, and we will discuss the matter from all angles at that time.

Fortunately the response to date has been generous, and the need for the program almost universally recognized by the retailers, all of which encourages us to feel that we are on the right track.

Cordially yours,
HOYT S. HOLTON, *President*
Monument Builders of America, Inc.

". . . 'MISSOURI WALTZ' . . ."

Monumental News-Review:

We appreciate very much your kind cooperation in the matter of editorial mention of our company in your September issue, which article clarifies to a great extent a situation which is puzzling, to say the least, in the case of all monument dealers at the present time.

We had thought of mailing a notice to this effect to all monument dealers in the United States, but on second thought enlisted your cooperation, knowing that you cover the entire field in a highly satisfactory manner.

The situation with respect to the use of copper in our products has changed to some extent during the past few days. These changes occur almost without notice and are confusing to us, which means that they must be much more than confusing to your readers. It would seem that these changes occur just about every time Harry seats himself at the piano to play "The Missouri Waltz."

Thanks again and accept our kind regards for your continued success which you certainly merit.

W. N. Mackey
Advertising Manager
NEWMAN BROTHERS, INC.
660-670 W. Fourth St., Cincinnati 3, Ohio

LETTER FROM AUSTRALIA

Monumental News-Review:

I enclose cheq for 2 years subscription for NEWS-REVIEW.

Altho I have retired in favor of my son, I still look forward to receiving the NEWS-REVIEW. Kind regards.

Yours Faithfully,
W. A. Taylor,
James Taylor and Sons
Nicholson Street, Footscray, Vict., Australia

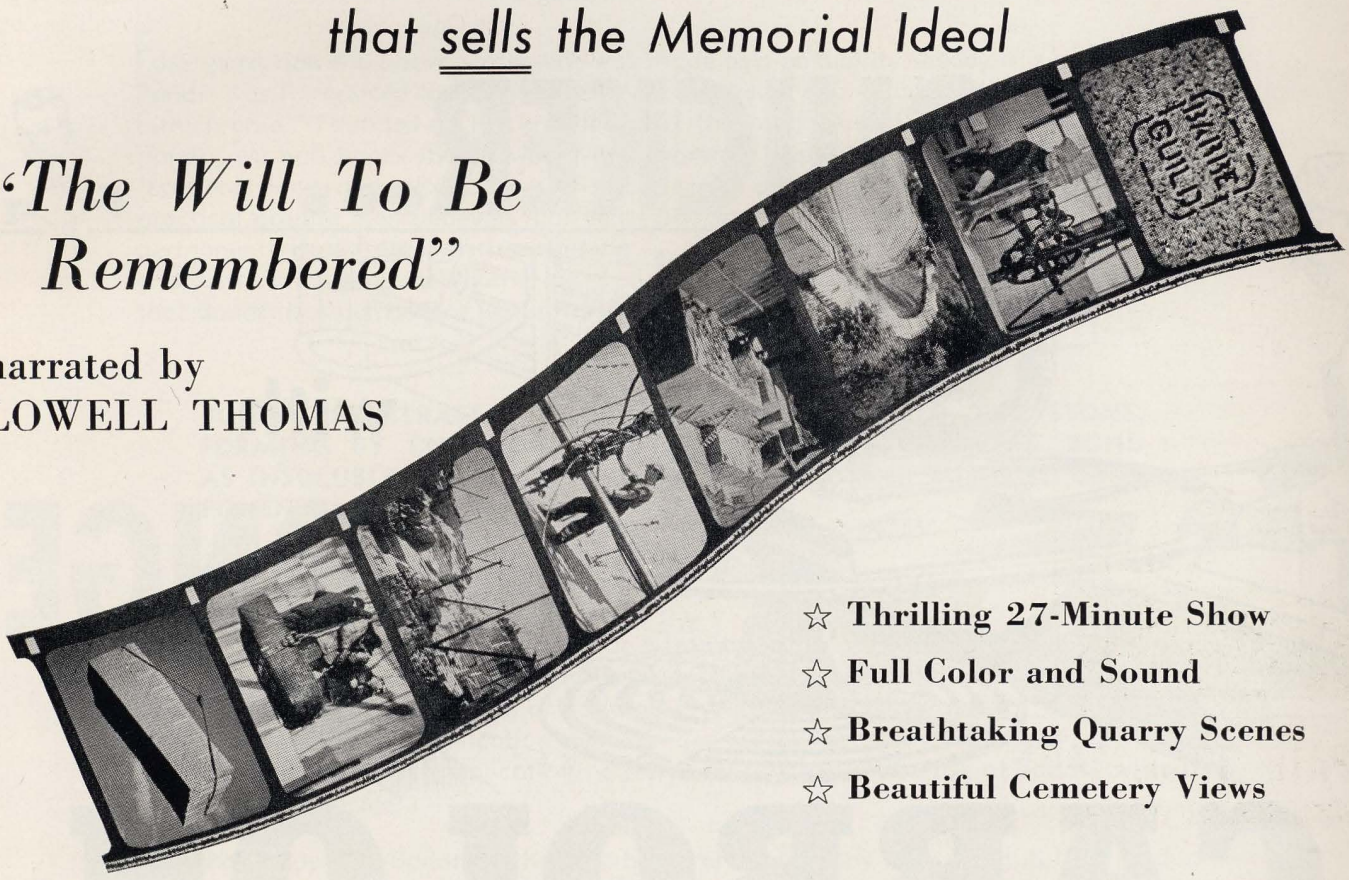
[*Continued on Page 13*

HERE IS YOUR OPPORTUNITY TO SEE AND SHOW A GREAT MOTION PICTURE

that sells the Memorial Ideal

"The Will To Be Remembered"

narrated by
LOWELL THOMAS



- ☆ **Thrilling 27-Minute Show**
- ☆ **Full Color and Sound**
- ☆ **Breathtaking Quarry Scenes**
- ☆ **Beautiful Cemetery Views**

Here is the motion picture of the granite industry . . . the story of the Memorial Ideal told only as Lowell Thomas, famous news commentator, can tell it!

Already monument dealers have shown this important movie to tens of thousands of interested people. Now it is appearing on TV stations across the country. See authentic, breathtaking scenes filmed right in the heart of Barre's great quarries . . . beautiful pictures explaining in detail how Barre Guild monuments are made . . . all in glowing color.

"The Will To Be Remembered" is available to you. Show it to women's clubs, business organizations, church and school groups. Use the handy coupon below to reserve a print now. Be the first in your area to show this award-winning film!

MAIL COUPON TODAY

BARRE GUILD Monuments

"Mark of the Masters"

BARRE GUILD, Dept. MN-11, BARRE, VT.

Gentlemen:
Please send me full information about "The Will To Be Remembered." I tentatively plan to show it on..... (Date)

and....., and plan to return the print to you on..... (Date) (Date) I understand there will be a nominal charge for postage and handling.

NAME .....

STREET .....

CITY ..... STATE .....

BARRE GRANITE ASSOCIATION - BARRE, VERMONT

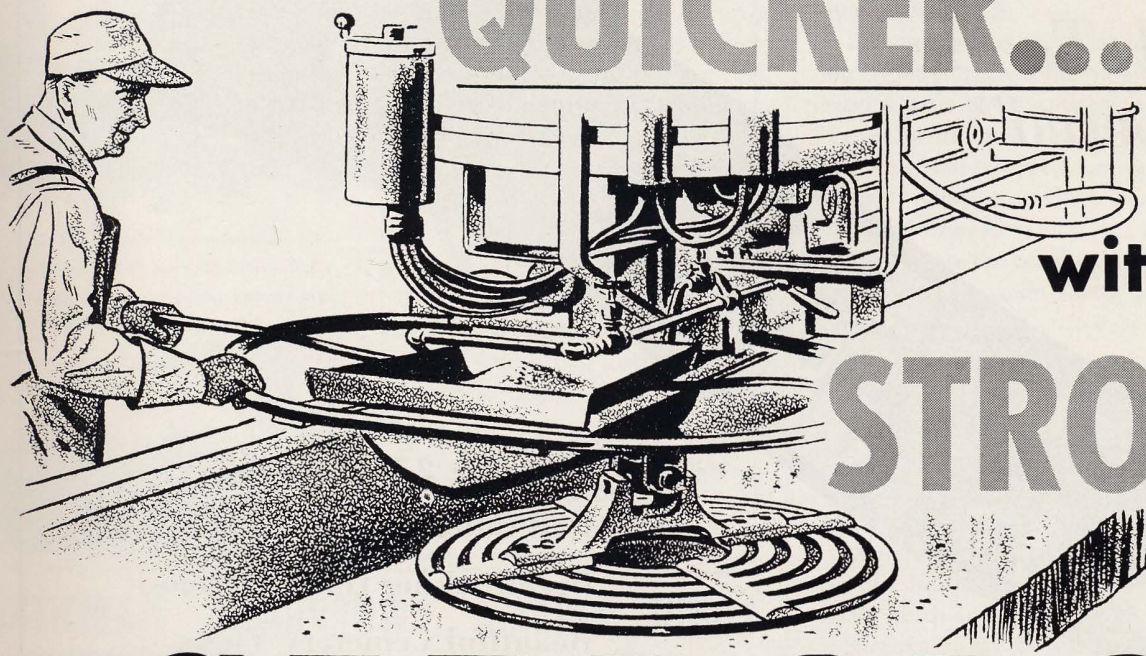
GRANITE SURFACES

SMOOTHER...



QUICKER...





with

STRONGER

CARBOLON

The hard, sharp, uniformly-graded grains of Carbolon — Silicon Carbide — cut granite quickly, yet have high resistance to breakdown.

Carbolon is specially processed and shaped to hold up under the great pressure of the scroll wheel. It is developed to meet every demand of fine granite polishing.

Because Carbolon lasts longer, it is economical in both time and abrasive material. Less Carbolon is needed to surface a given area. Plan to order a supply today and discover for yourself the ways in which Carbolon can give you completely satisfactory granite polishing.

Distributed by:

GRANITE CITY TOOL CO.

Barre, Vt. St. Cloud, Minn. Elberton, Ga. Texarkana, Texas

Distributed in Canada by:

RITCHEY SUPPLY LIMITED

226 Geary Ave., at Dufferin St., Toronto, Ont.

THE EXOLON COMPANY

944 East Niagara Street Tonawanda, New York

Manufacturers of SILICON CARBIDE and ALUMINUM OXIDE ABRASIVES

The Most Important Development in the History of Polished Granite

BONDRI

Four years ago the above statement was made as a possibility. Today it is an actuality. Bondri was introduced to the granite trade four years ago — one of the many "First by Lithichrome." Founded on the knowledge of the producers of the basic ingredient of Bondri, we had hopes that it would prove greatly superior to the then known water repellents for granite. Regardless of the miracles performed by chemical science, few practical granite men believed four years ago that polished granite could be rendered permanently free from moisture staining — retaining its original "polishing bed" color and lustre after years of weathering. Today, many practical granite men are convinced that Bondri is a permanent water repellent for granite.

BONDRI PENETRATES THROUGH THE POLISH INTO THE STONE, FORMING BY CHEMICAL REACTION A WATER REPELLENT BOND AS INSOLUBLE AND UNREMOVABLE AS THE OTHER MINERAL COMPONENTS OF GRANITE.

Four years have taught us and the trade a lot about the use and application of Bondri. Mistakes have been made primarily through failure to read or follow application directions. Now that the bondrizing of polished granite is becoming general with both retailers and producers, application methods are rapidly becoming standardized. If you have encountered a misapplication or technical problem in the use of Bondri, write us for correction advice.

The short supply of Bondri in the past has prohibited many from using it. New producing facilities have remedied this situation — as well as materially reducing its cost.

A 20% MORE POTENT BONDRI AT A 40% REDUCTION IN COST IS NOW AVAILABLE TO THE MONUMENTAL INDUSTRY.

If you quarry, manufacture or retail granite you cannot afford to overlook Bondri. **Send us your check for $2.25 for a trial pint. Ask for our new price list of the Bondri "Miracle Water Repellent Line" — four different products for granite, stone and building materials.**

C. E. CLEVELAND LITHICHROME CO.

FORT SCOTT, KANSAS

Developers and Distributors for the Bondri Line — the Miracle Water Repellents for Granite, Stone and Building Materials.

BONDRI SUPPLIERS

Bicknell Mfg. Co.
Elberton, Ga. and
Rockland, Maine

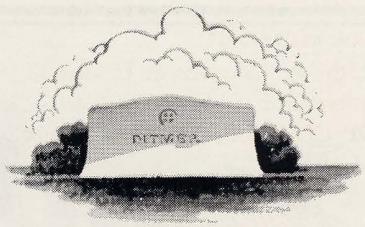
P. N. Sodan & Co., Ltd.,
2143 St. Patrick Street,
Montreal 22, Canada

Dawson-Macdonald Co.
141 Pearl St.
Boston 10, Mass.

Wm. A. Sinnott,
2111 Cedar Crest Blvd.
Dallas, Texas

Satson Supply Co.
248 Richmond St.
Philadelphia 25, Pa.





Ageless Memorials

One thinks of a monument as an ageless tribute which neither time nor the elements will ever eradicate.

Yet... one can see in most cemeteries gravestones on which names and inscriptions are but faintly readable.

Thus, *durability* is a prime factor which becomes increasingly important with the passing of time.

Elberton Granite is prized for its great resistance to the ravages of inclement weather. Lettering and embellishments remain clear and sharp.

Elberton Granite is one of natures most suited products for ageless and durable memorials, and dealers everywhere are aware of its fine qualities.

Acme Granite Company
Allen Granite Company
American Granite Finishing Co.
American Granite Quarries, Inc.
Apex Granite Company
Atlas Granite Company
Beaverdam Granite Company
Bell Blue Granite Quarry
Berkley Granite Company
Blue Ridge Granite Company
Brown, Ross L., Granite Co.
Central Granite Company
Carbo Finishing Company
Coggins Granite & Marble Industries, Inc.
Colonial Granite Company
Comolli Granite Company
Coogler Granite Company
Dixie Granite Company
Dixie Granite Quarriers
Doves' Creek Granite Company
Elbert County Granite Co.
Elberton Granite Company
Elberton Granite Finishing Co.
Elberton Granite Industries
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Georgia Granite Company
George T. Oglesby Granite Co.
Granite Gangsaw Company
Granite Manufacturers, Inc.
Granite Marker Company
Harmony Blue Granite Company, Inc.
Harmony Blue Granite Quarries
Hedquist Granite Industries, Inc.
Hedquist Pink Granite Quarries
Highpoint Granite Company
Hoover Granite Company
Hoover Granite Quarries, Inc.
Hunt Granite Company
Kantala, Matthew W., Quarry
Liberty Granite Company
Lincoln Granite Company
Memorial Park Granite Co.
McGinty & Company
Modern Granite Company
National Granite Company
Oglesby Granite Quarries
Puritan Granite Company
Quick Service Granite Co.
Republic Granite Company
Southern Quarrying Company
Star Granite Company
Sterling Granite Company
Supreme Granite Company
United Granite Company
Universal Memorial Co., Inc.
Veal Brothers Monumental Co.
Victory Granite Company
Worley Granite Company

Elberton Granite Association, Inc.
ELBERTON, GEORGIA

LETTERS TO THE EDITOR Continued

ALLIED COOPERATION

Monumental News-Review:

On July 25th we (Monument Dealers of Greater Cincinnati, Inc.) entertained the GREATER CINCINNATI ASSOCIATION OF CEMETERY SUPERINTENDENTS and are enclosing two photostats of letters received several days after the party. Thought you might like to see the fruits of two organizations, where each is doing all possible for complete co-operation.

We all had a genuinely good time, played games, had our evening meal together, and then showed the wonderful Barre Guild picture, THE WILL TO BE REMEMBERED. Words alone could not show how much this picture was enjoyed by an allied group, nor even some of our own group who had not had the pleasure of seeing it.

We have asked permission to use the two letters, so if you care to use them, we have all necessary permission.

Yours very truly,
MONUMENT DEALERS OF
GREATER CINCINNATI, INC.
By IRMA M. SUHRE, *Secretary*

July 26, 1951.

Miss Irma Suhre, Secy.,
Greater Cincinnati Monument Builders Assn.,
4 E. McMicken at Vine St.,
Cincinnati (10), Ohio.
Dear Miss Suhre:
The members of our Association have asked me to express to your membership their thanks for the nice party which your Association put on for us.
It is my personal opinion that through affairs of this kind better feelings will prevail which will work for more mutual understanding.
Again thanks and wishing your Association much success, I am

Sincerely yours,
H. A. MUELLER
Secretary-Treasurer
Greater Cincinnati Association
of Cemetery Superintendents

July 26, 1951.

Miss Irma Suhre, Sec'y
Cincinnati Monument Builders Ass'n
c/o Bonded Granite Co.
4 E. McMicken Avenue
Cincinnati 10, Ohio
Dear Miss Suhre:

On behalf of the members of Vine St. Hill Cemetery (Dahmann, Klusmeyer, Fehrman and myself) I do want to thank you and the members of your association for the fine afternoon and evening we enjoyed at Mt. Airy Forest. The generosity of your group, and the great effort made to see that every want was taken care of, together with the splendid hospitality and friendliness shown, was surely appreciated. It is a spirit of this type that lends to closer cooperation and good will, and should always be prevalent in our dealings with one another. The cemetery is here to serve, and if we, together with your cooperative efforts can do the job better; it will be to the credit of all of us in the public's mind.

I assure you that every effort will be made on our part to see that this fine harmonious spirit of good will shall always play an important role in our dealings with your association and the public.

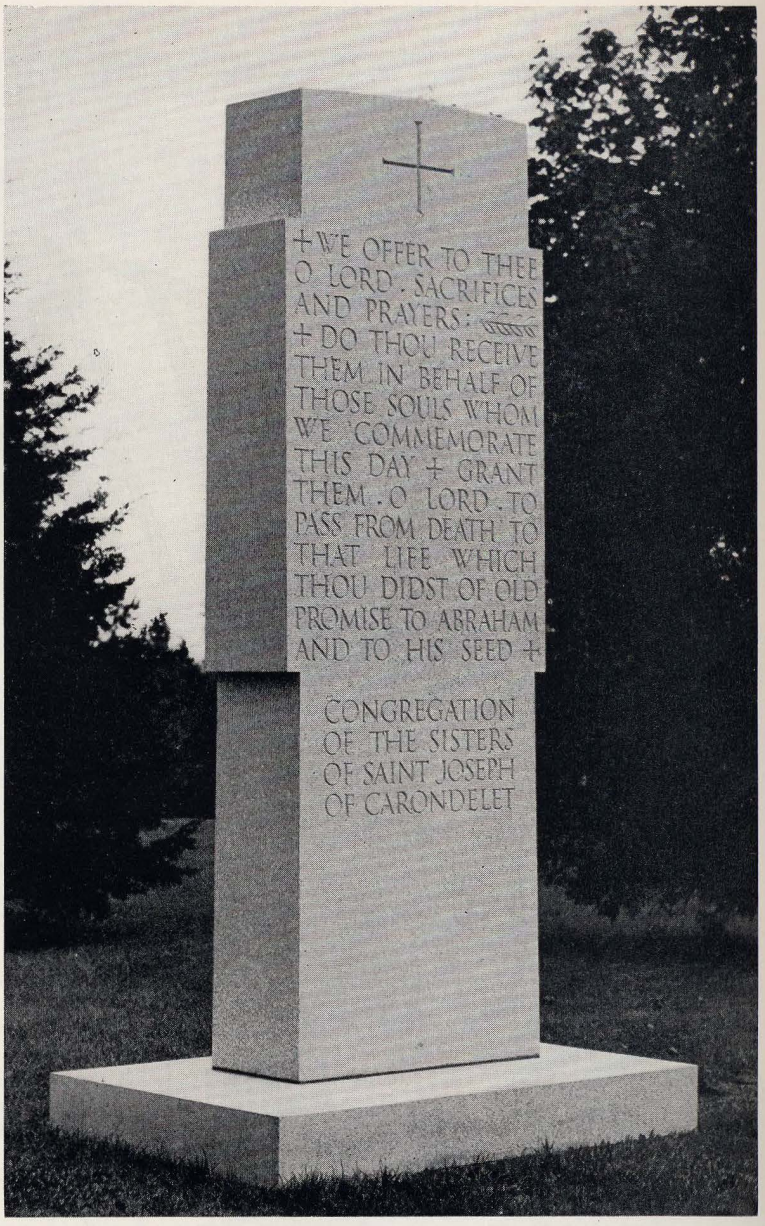
Best of good wishes to each and everyone of your members for a very successful business year.

Very truly yours,
FRED H. BENNER,
General Manager
Pine Street Hill Cemetery Association
3701 Vine Street, Cincinnati 20, Ohio

GRANITE QUARRY OPENED IN NORTH CAROLINA BY J. A. LOGAN GRANITE COMPANY

A granite quarry has been opened up, reportedly, in Faith, N. C., by the J. A. Logan Granite Company.

They are supplying the trade with sawed and polished slabs and sawed blocks of Coral and Arabian Pink granites.



A Memorial Cross for the SISTERS of ST. JOSEPH of CARONDELET

"This impressive tribute to the Sisters of St. Joseph of Carondelet illustrates that memorial beauty without excessive expense can be attained with good design and modern production. Erected in a special plot consecrated to the beloved Sisters of St. Joseph of Carondelet, it serves not only to mark their graves, but also as a shrine to the many who have benefited from the devotion and good works of the Order . . . "

Monumental News-Review
August 1951

We manufactured this impressive memorial using Wetmore & Morse Barre Granite. Erected in Resurrection Cemetery, St. Paul, Minn., by the St. Paul Statuary Co., of that city.

AMERICAN GRANITE CO.

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BARRE, VERMONT

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It is also natural for you as a monumental dealer to want satisfied customers. Furnish them with the most durable, most beautiful polished granite! Sell them a granite that will stand up over the years. For a century Quincy has been a natural for quality memorials. They remain today as beautiful as when they were erected many years ago.

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Quincy, Mass.

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QUINCY GRANITE

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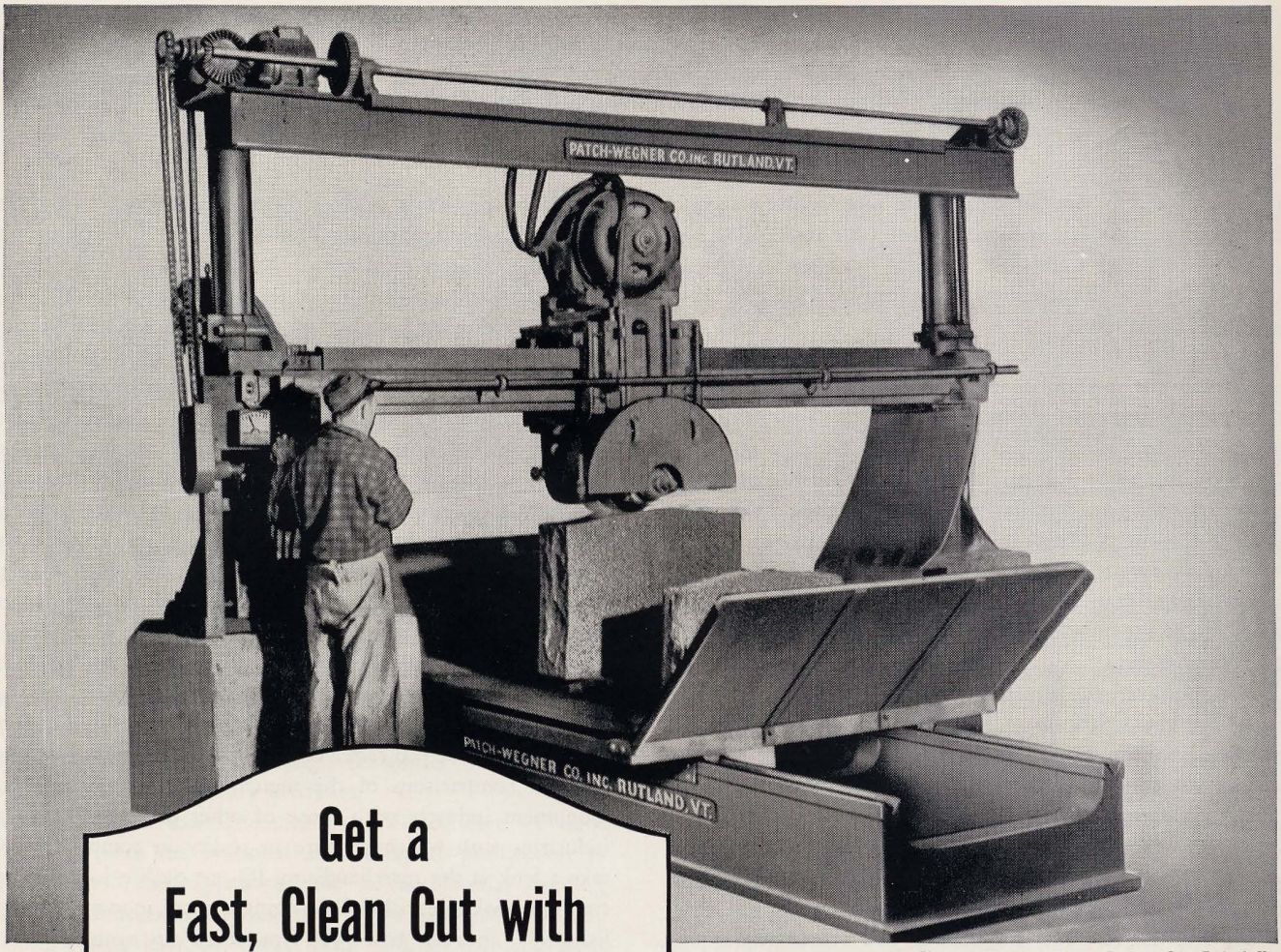
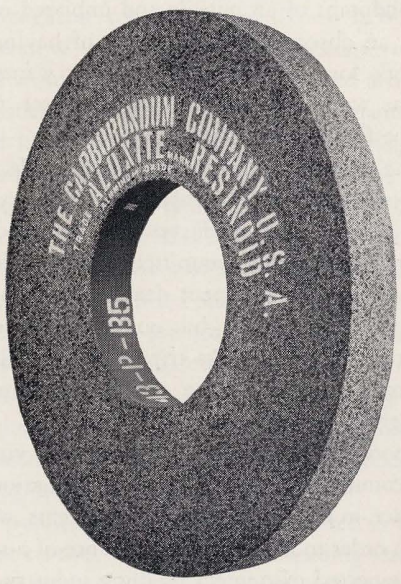


Photo courtesy Patch-Wegner Company, Inc., Rutland, Vt.

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TRADE MARK

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83-15

THE REPORT OF THE MARKETING COMMITTEE

By William J. Archer

(Report delivered at the M.B.A. Chicago Convention, August 20th by Mr. Archer, Business Analyst.)

It gives me a great deal of pleasure to meet with you again this afternoon. A lot has transpired since your convention last year in St. Paul and I certainly welcome the opportunity you have given me for a brief review and a forward look into what the future has to offer.

Last year it was my privilege to address you as a management consultant to the monument industry. We had just completed an extensive survey on monument retailing throughout the country. We had also finished the preparation of a series of lectures on managing a retail monument establishment. Most of you, I am sure, are familiar with these lectures. They were delivered at your convention last year, and have since been made widely available by your national association through presentations at your local association meetings and through publication of the booklet entitled, "Managing a Retail Monument Establishment."

Today, however, the situation is somewhat different. I appear before you strictly as a friend of the industry. I am no longer engaged in consulting work, having become permanently associated with Armour & Company as a market analyst in their pharmaceutical division, working on the distribution of such well known drugs as thyroid products, of which Armour & Company is the leading manufacturer, of ACTH, of which Armour & Company was the discoverer.

Therefore, the remarks, suggestions and recommendations which I am about to make to you this afternoon are strictly from the standpoint of an outside and unbiased observer, but nevertheless, an observer who by virtue of having done considerable work for the monument industry wants to see the fruits of that work realized and wants to see the industry prosper to the fullest possible extent.

During the past year, I have had considerable opportunity to keep in close touch with the monument industry. I have had frequent visits with various officers of your association, contacts with your marketing committee, correspondence with a number of individual monument dealers regarding particular marketing problems, and last, but not least, I have frequently spent time on various business trips in personally observing the management and marketing methods of monument retailers throughout the country.

These opportunities have made it possible to view at longer range our recommendations made to the Association in St. Paul and to consider, in the light of subsequent events, what remains to be done in order to insure the continuance of a strong, virile and highly respected monument retailing industry.

You may recall that our recommendations were based upon a positive approach toward improved management and marketing methods. Numerous retailers complained of carpet bagging, price cutting on the part of competitors, competition from no monument cemeteries and the like. It was our firm belief then, and still is our firm belief today, that although these problems do exist, they will never be overcome by individual dealers nor by the industry as a whole, by legislating them out of existence. These problems will always be with us to a greater or lesser degree, and the only way to put them in their proper place is to meet them with the best in products, management and marketing methods that it is within the ability of the industry to achieve.

The national association has taken positive steps in this direction. Over a period of many years, much valuable information has been gathered on the subject of efficient management of a retail monument establishment and this material has been made available to members in a variety of forms. In recent years, more and more emphasis has been placed on the importance of recognizing and adopting the modern merchandising and selling techniques that are being used by other industries which are competing with you for the consumer's dollar. Currently, the association is preparing training courses on management, salesmanship and cost recording. While here at the convention, I ask each and every one of you to make arrangements for taking advantage of all of this training and for reviewing the material that has been made available to you in the past. This is not an idle request. For those of you who may have your doubts, I ask that you re-read the results of our survey findings, and our comparisons of the merchandising methods of the monument industry with those of other prominent retailing industries with which you are in reality in competition. Or take a look at the merchandising IQ test outlined in the association's booklet entitled "Managing a retail monument establishment" and see how well you stack up against what a progressive monument retailer should be doing in order to be a credit to himself, his family, his community and his industry.

The national association is prepared to lead the way in this direction and it will benefit monument retailers, individually and collectively, not only to take a personal part in the program, but to extend all effort toward encouraging other retailers to avail themselves of the opportunity to do so as well.

Now our recommendations to the association last year were twofold. They included, first, the development for the industry of basic techniques in managing a retail monument establishment, including selling, merchandising and cost control. As I have indicated, we feel that excellent progress is being made in this direction and I believe that there is nothing further to be done on our part except to offer our sincere congratulations to the national association and all who are taking part in the program, and to extend our encouragement at every step of the way, including the rendering of whatever advice or assistance the association may desire to ask of us, from time to time.

The second phase of our recommendations last year was based upon a nationwide program to reacquaint and sell the American public on the memorial ideal. You may recall that our survey among 433 people who recently bought monuments clearly showed a serious lack of knowledge and concern for the memorial ideal. Less than 10% of the people we talked to expressed any regret for having been restricted in the size of the marker or monument that they purchased. In fact, many indicated that they were quite well pleased with the direction today's trend seems to be taking. Most, if not all of those who bought small markers or monuments did so out of per-

[*Continued on Page 46*

ADVERTISING

By J. P. Roche

This important advertising report was delivered at the M.B.A. Chicago Convention on August 20th by Mr. Roche, President of Roche, Williams and Cleary Advertising Agency.

Ladies and gentlemen: As Mr. Archer said, it was my pleasure a year ago to talk to you when you were convened in St. Paul and at the same time the gist of my talk was the reason why this association should engage in an active advertising campaign. Today I would like to deal with the how rather than with the why and inasmuch as how frequently is hampered by details, I think you might just as well readjust yourselves for a rather dull half hour. It is dull in only that it deals with the details rather than with the broad generalities which are always more glittering than when you get down to talking dollars and cents and this afternoon I propose to talk dollars and cents and to show you what you can buy for that amount of money.

To make it a little easier for you to understand these details, I prepared two typical schedules; the same sort of schedules we would submit to an individual manufacturer based on a budget that he might assign. So we will look at the first schedule, which calls for an expenditure of actual space of $259,000.00 and leaves the rough remainder of $40,000.00 available for other corollary activities.

If you look at this schedule, you will see that we have started out with the National Bell Weather publication as the mainstay of our expenditure, that is, the Saturday Evening Post. It is unnecessary for me to tell you about the Saturday Evening Post. You might not be quite familiar with its present circulation, which is four million actual printed copies per week, however.

Following the Saturday Evening Post, we have the Ladies Home Journal which tops the circulation of the Post by a half million and which is issued monthly and is a service magazine devoted to the interest of the women of America.

The next publication on the list is the Pathfinder with 1,199,000 circulation, confined almost entirely, 89%, to the cities and towns under 25,000 population. That is a very fertile field for the continuation of the memorial ideal.

The next weekly magazine that we have listed is Time, with a circulation of 1,587,000. Then we go beyond the metropolitan market, represented by Time, and we start to cultivate the farmer population of the United States and for that purpose, we have selected the two leading national farm publications, the Country Gentleman, with a circulation of 2,326,000 and Farm Journal, with a circulation of 2,849,000.

Now, if we look at this schedule, we see that it extends for an entire period of one year and that in the Saturday Evening Post we have a schedule of 10 insertions and those 10 insertions are made up of half pages in black and white and two full pages in four colors. The half pages start in February and run again in March and April, and then in the May 3 issue of the Saturday Evening Post, you would have a high spot page in four colors tied up with the definite promotion of the memorial idea at the time of Memorial Day, in advance, of course, of it naturally, because every advertising effort has to precede the actual day of the promotion itself.

Then we continue with the half pages in July, September and October, and we have another return to a high spot promotion in the month of November with a page again in four colors and we conclude the campaign in December with a half page black and white.

In the Ladies Home Journal we have a total of six insertions, five of those being half pages in black and white run in the months of January, March, July, September and November. In the month of May we have a further tie-in with our promotion of memorial idea with a page in full color.

In the Pathfinder, we have the same schedule of six insertions only in the Pathfinder the half pages become two-third pages, because it is a three column publication and you cannot buy a half page there and we are buying two-thirds of the page and in October, we have a page in four colors.

In Time, again a three column publication, we are buying two-thirds of a page in black and white with a page in full color in the May issue of May 5. In the Country Gentleman, we are buying half pages in black and white with a page in four colors for the month of May.

Farm Journal, we are buying two-third pages in black and white with a page of four colors in the month of November.

Taking the separate figures of costs, you would be spending $90,900.00 for the Saturday Evening Post; $53,010.00 for the Ladies Home Journal; $18,500.00 in Pathfinder; $34,180.00 in Time; $27,950.00 in Country Gentleman; and $34,850.00 in Farm Journal.

Now, I have given you the figures and instead of looking at this as a magazine cover, I would like to have you regard this as a portrait of one of the greatest salesmen you have ever seen. This is a salesman who is so good and who makes so many calls under favorable auspices that the manufacturers of all types and kinds of associations as well do not hesitate to pay that salesman $18,810.00 per week per page, because he has a record of results that nobody can dispute. So don't look at this as a magazine cover, but look at this as a salesman who is willing to take the contract of going out and calling on four million families of the United States and be the active spokesman for the revival of the memorial ideal in the United States.

Where can you get the salesman who cannot only call on the four million, but who is so welcome that they pay to have him call on them and when he arrives, they take him into their home and listen to his story under the ideal condition, under a reading lamp in that home.

The next publication that we have selected is Time. Time is a book that reaches 1,587,000 of the leading families in the United States; the people who set the style and the people who control the thoughts and the people who regulate our conventions in the United States of America. You know what a good book salesman always did in the old days? If he hit a town, he went out first to try to sell the doctor and the minister and the lawyer, or the lawyers or doctors or ministers, and if he could get them to subscribe for his set of world history, he knew that he could sell the rest of the people in that town, because the people buy as the leaders lead them.

And in Time, you have 1,587,000 of those families and

[*Continued on Page 49*

The Legal Department . . .



Conducted by
A. L. H. STREET
Authority on Cemetery Law and Legal Editor of the Monumental News-Review

CEMETERY MEMORIAL RESTRICTIONS

A comparison of English court decisions with American ones shows that here the right to erect suitable memorials usually follows, as a matter of course, the right to bury a dead human body, even though the deed or certificate granting burial privilege says nothing about memorials, while, in England, the Burial Act is so worded—if it has not been recently amended—that a mere right of burial does not carry with it the right to erect any memorial. There it takes an additional grant—expressly or by implication—to confer the privilege of erecting monuments, etc. And that seems to mean that English cemetery boards have somewhat more freedom to restrict memorials than do cemetery authorities in this country.

In this country, the courts start from the basic well-established rule of law thus stated long ago by the New York Court of Appeals: "The right to bury *carries with it the right to do so according to the usual custom in the neighborhood, and undoubtedly includes the right of . . . erecting stones and monuments at the graves.*" (Mitchell v. Thorne, 134 N. Y. 536, 32 N. E. 10.) But it is equally well established that the latter right is subject to reasonable rules in force when the lot is bought and, also subject to reasonable judicial control.

Notable English Decision

The case of McGough v. Lancaster Burial Board, 21 Law Reports, Queen's Bench Division, 323, was decided in 1888 by the Court of Appeal of England—the highest judicial tribunal in the country next to the House of Lords. This case is frequently cited in American law reports as a precedent on the point that cemetery authorities may remove from a grave or lot a structure violative of an established rule. But it is seldom, if ever, noted that the decision rested upon provisions of the Burial Act of 1852—apparently still in force—which the Court of Appeal treated as providing for two *distinct* privileges: (1) A right of burial. (2) A right to erect a monument, gravestone or tablet.

The court ruled against a grave owner's claim of right to place or maintain at the grave a glass shade with wire covering, because (1) the Act was not broad enough to authorize the burial board to grant that privilege and (2) there was a board rule against placing such things at graves. One of the three judges thus stated the court's principal position: "The exclusive right of burial cannot be considered as including an incident thereto the right of erecting a gravestone, and a person buying the former cannot be considered as thereby buying the latter. Of course he may buy the latter as well as the former. What has the plaintiff bought here? He has bought a right of burial, subject to the restrictions which the board were empowered by section 33 to impose. . . . I also assume, though it was not distinctly proved, that he either bought the right, or had in some way obtained from the board an irrevocable license, to have a gravestone on the grave. But certainly he has not bought the right to put a glass shade with a wire frame over the grave, however unobjectionable such a structure might be. It was argued that in Ashley v. Harris, (Law Reports, 3 Common Pleas 523) that the right to place flowers or plant shrubs over the grave was incidental to the right of burial. As to that I say nothing, for it does not appear to me to touch this case. Moreover, the board are by section 38 given a general control over the cemetery, and they have exercised their functions by generally forbidding what the plaintiff did in the present case."

Lord Eshmer, one of the judges, declared that because the Burial Act gave the burial board "*general* control over the cemetery," there was no right to appeal to the courts from the *mode* in which the board thought fit to exercise that control. But he added: "It is true that it is to be a *general* control, so that I doubt that they could *prevent one person from doing what they allowed another person to do*; but it appears that they have *exercised such general control by never allowing glass shades of this kind to be placed on the graves in their cemetery.*"

The rule of law that a cemetery cannot discriminate by prohibiting one or more lot owners to do what other lot owners, in similar circumstances, are permitted to do, has been frequently declared by the appellate courts of our country.

A study of the ruling in the English case above discussed discloses how law governing cemetery control over the erection of memorials, originating in England before our Revolution, has yielded in this country to *customs* that give lot owners broader rights, while in England stricter control by cemetery authorities has been carried forward into the statutory provisions to be found in the Burial Acts.

In the opinion of Sir Charles S. C. Bowen, in the Lancaster Burial Board Case, above discussed, he points out that a parishioner's right to erect a monument at a grave in a parish cemetery, under the common law, depended upon the consent of the parish authority, even though "the erection of monuments in the churchyard in ordinary course is a matter of habitual practice." So, Sir Charles reasoned that when the Burial Act was enacted, "to provide cemeteries in substitution for parish churchyards," "one would expect to find that the legislature, in passing the Burial Acts, under which cemeteries were to be created to take the place of churchyards, *would reserve to some authority a control analogous to that exercised by the ecclesiastical authorities at common law over churchyards.*"

It would seem to follow that in Colonial days in this country church authorities must have had the common-law right to

[*Continued on Page 62*



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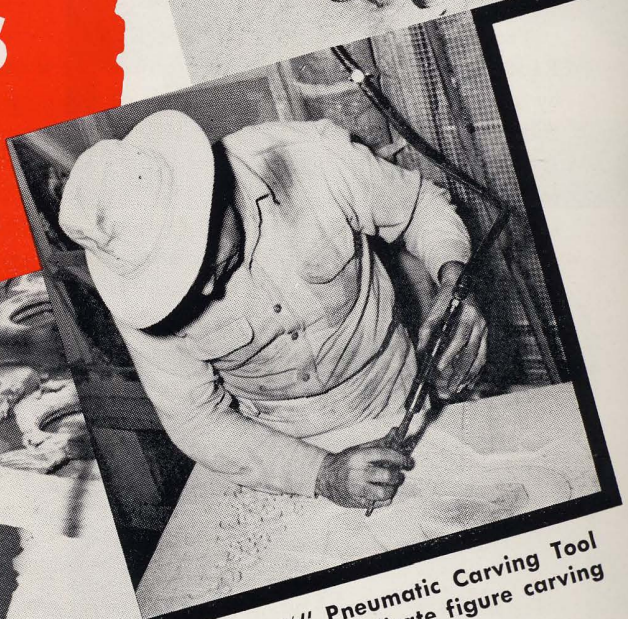
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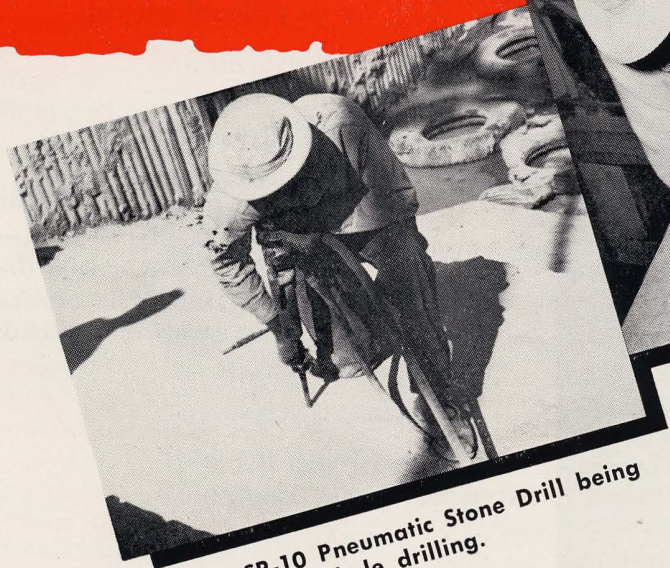
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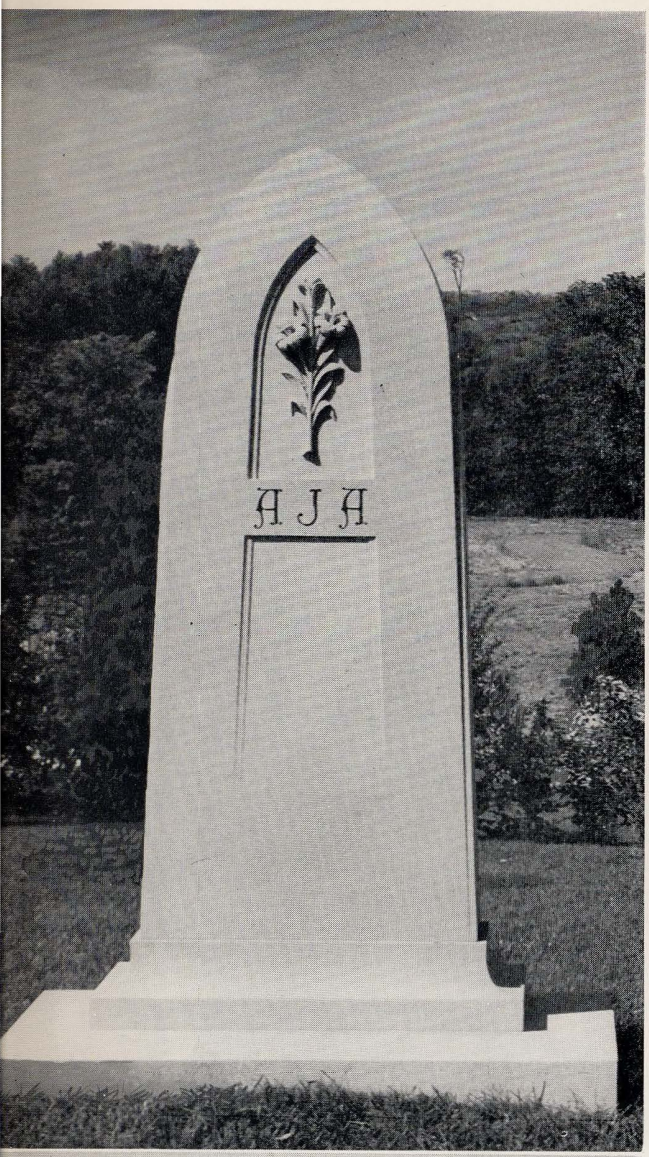
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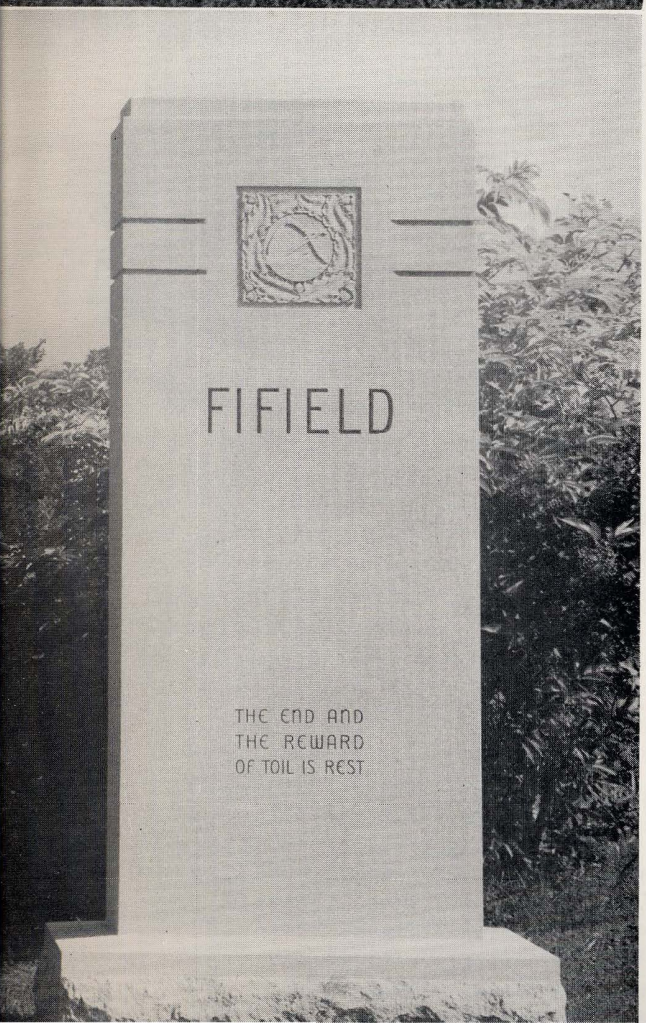
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in SMITH-BARRE GRANITE

"Medium of the Masters"

The Aja and Fifield Memorials, erected in Hope Cemetery, Barre, Vt., were selected by the Staff Critic of MONUMENTAL NEWS-REVIEW as "Memorials of The Year" and featured in the September issue of that magazine. Each monument has its especial appeal . . . . the Gothic beauty and the delicate carving of the Lilies of the Aja memorial . . . . the modern design and expressive symbolism of the scythe and plow and oak leaf panel and the epitaph of the Fifield memorial . . . . and each design makes especial demands on the material selected.

Once again we see that whether "Masters of Their Medium" are featuring manual carving as in the Aja monument or machine work as in the Fifield memorial, Smith-Barre Granite is more often than not the preferred material.

The Aja family memorial is the work of Usle & Perojo Granite Co., of Barre. The Fifield memorial was designed and produced by Beck & Beck Inc., of Barre.

E. L. SMITH QUARRY

DIVISION OF ROCK OF AGES CORPORATION

BARRE, VERMONT

Monumental NEWS-REVIEW

THE TRADE JOURNAL OF THE MONUMENTAL INDUSTRY

Established 1889

COMBINING MONUMENTAL NEWS • GRANITE MARBLE & BRONZE • THE MONUMENT AND CEMETERY REVIEW

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We designed and erected the beautiful Ferro mausoleum for Joseph Cuva Monument Works of Stamford, Connecticut. Smith-Barre Granite was used. (Bronze door by Sheidow Bronze Co., Brooklyn, New York).

Finer Monuments and Mausoleums

CHIOLDI GRANITE COMPANY of BARRE

JOSEPH DI MATTEO
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(Editorial)

An Opportunity For Good Public Relations

By MARIO J. TUCCI, *Instructor of Marketing at Fordham University, New York City and Proud Son of Veteran Memorialist Rosario Tucci, Tucci Memorials of Peekskill, N. Y.*

EDITOR'S NOTE:—*The following letter and provocative article arrived at press time, and we take pleasure in using it to replace our own far less important message on "To Be or Not To Be—A Carpetbagger," which may appear in our next issue, on this page. We feel that Mr. Tucci definitely points a way to take advantage of the public indignation that follows every case of Cemetery Vandalism. Mr. Tucci wrote as follows:*

"As an educator and as one very interested in the memorial industry, I just had to write the inclosed short article and send it on to you with the hope that you would find room for it in one of your future issues.
"I am an instructor of marketing, here at Fordham University, School of Business and am most proud to be the son of Mr. Rosario Tucci, proprietor of Tucci Memorials, Peekskill, N. Y., a retail memorial dealer for nearly forty years."

Very truly yours,

MARIO J. TUCCI
Fordham University School of Business

Every few weeks we read, with great abhorrence, newspaper accounts where mischievous damage has been done to valuable and treasured cemetery memorials by gangs of teen-agers. The latest of these unforgivable vandal acts took place in the historic First Presbyterian Cemetery in Elizabeth, N. J. Here, on the night of October 16th, many ancient and irreplaceable colonial memorial tablets were toppled over and shattered. Some of these tablets dated back to the Seventeen Hundreds. This damage was the work of a group of high school youths.

In general, very few of these young vandals are ever apprehended. Yet, always the clues seem to be the same. Young boys and girls, sparked with the fun of a party, a school dance or basketball game; motorized in family cars, invade in force, the consecrated quiet of a moon-lit defenseless cemetery. Then, on with their mission of destruction.

Why these teen-agers act in this manner is very difficult to understand. Perhaps, the young boys are just "peacocking" before their dates, performing exhibitions of physical strength by pushing over heavy monuments and showing-off mistaken courage by disturbing the sacred peace of our remembered dead. It is known that the young girls are usually the active audiences to these tragedies. They are among these Mongolian-like cemetery destroying hordes for in very many cases, lip-sticks are used to write obscene words or to draw offensive pictures on memorials and statues. After the cemetery, often for a night-cap, the mobs move on to the near-by retail memorial yard where new monuments have been damaged to the amount of many hundreds of dollars.

These acts are being committed in community after community. They are the acts, very often, of normal children coming from average American homes. Something has gone wrong with an important part of their education and training, both in their homes and in their schools.

It is time for someone to start a campaign to teach these young people the great difference between good clean sport and the willful destruction of property. To teach them to respect the property of others and to appreciate and aid in the preservation of our religious, historic and art-in-stone shrines, the American Family Cemeteries.

Why shouldn't you, the monument builders and the marketers of memorials promote this needed educational program among our teen-agers? Their community, their parents and their teachers will appreciate and remember your work. Here is the opportunity for an excellent job in public relations. Here is a wonderful chance to focus good-will upon your industry. Here is the tonic to give any community suffering with *the no monument memorial park* and *the living-memorial* plague.

The following is an incomplete list of a few methods that could be utilized to promote this educational program:

1. The publication of a booklet for distribution to Junior and High School Students. (Perhaps the comic story book could be used?)
2. The production of a film to be shown to Junior and High School Students. (This film could go along with the *Lowell Thomas Motion Picture,* on Barre Granite.)
3. Planned illustrated lectures to be given to Secondary School Students on such subjects as Memorial History and Art in their Community.
4. Letters to the editors of school papers asking for their help.
5. Advertisements placed in school papers and year books.
6. Institutional advertisements in newspapers or over local radio stations.
7. Cooperative programs with youth groups, such as the Boy and Girl Scouts of America, The Y. M. C. A., and Y. W. C. A.
8. Enlisting the aid and interest of Student, School and Teacher Clubs and Parent's Associations.

I know that the monument builders and memorial distributors either collectively in associations or as individual firms can do much to stop the teen-age game of destruction to memorials and other property in our sacred cemeteries. Memorial-men, take it from here!



Copyright by C. Lenwood Moore

Another FINE MEMORIAL by C. LENWOOD MOORE of Dallas, Texas

In years gone by the work of C. Lenwood Moore, both in designs and finished memorials, was often seen in this magazine. The two outstanding memorials by Mr. Moore, featured in an earlier issue of this year, were the first we had seen in several years. It is good to know that time has not dimmed the talents of one of the Nation's truly eminent designers. Mr. Moore's solution for a three family memorial problem is typical of this ingenious creator. The memorial was produced by the Vermont Marble Company of their Imperial Danby Marble. The following description of the work is reprinted from their always interesting house organ, "The Memory Stone."

"The Caruth monument is one of the outstanding memorials recently erected in this country. It commemorates the Caruth-Byrd-Caruth families of Dallas, Texas and stands in Hillcrest Memorial Park in that city. It was designed and sold by C. Lenwood Moore of Dallas.

"The Caruth family owns Hillcrest Cemetery and a considerable area surrounding it, all of which was a part of the original Caruth plantation acquired by the father of W. W. Caruth in 1852. A small cemetery was located on the plantation, not only for the Caruths, but for other neighboring pioneer families. To surround and protect the original cemetery, the new Hillcrest Memorial Park was planned and completely developed by Mr. and Mrs. Caruth. While it includes a community mausoleum, the Caruths decided on a cemetery lot for their family. They chose a site at the highest point in the cemetery overlooking the

lands of the old family plantation. The lot is triangular in shape and provides three adequate plots for the families of W. W. Caruth, a son, W. W. Caruth, Jr. and a daughter, Mrs. D. Harold Byrd. Each of these plots adjoins one side of the central monument on which is inscribed the corresponding family name.

"In planning the memorial, Mrs. Caruth expressed a preference for classic style, particularly the Corinthian as detailed by Vignola, an Italian architect of the 16th century whose renderings of the ancient orders of architecture are unsurpassed for their perfection and refinement of detail.

"The entire design was created by Mr. Moore; he also prepared a plaster model at one inch scale, which was an important factor in closing the contract. A picture of this model is shown below the corresponding view of the monument at the left. Considering the fine detail involved, as well as minor changes in the final drawings, the model is a very good replica of the completed monument.

"Mrs. Caruth specified that the design must conform accurately with the Vignola detailing of Corinthian architecture. Few requirements could have been more exacting or called for greater precision in shop drawings and actual finishing.

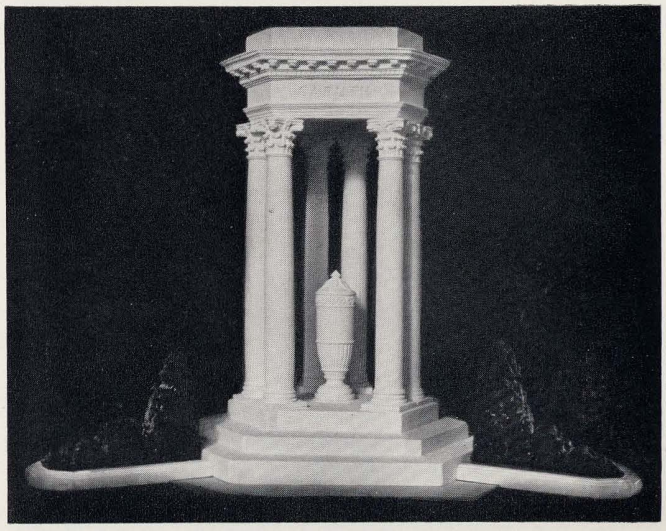
". . . The setting of the monument was done by Heckelmann Brothers of Chicago. Height of the completed structure is 14 feet and maximum dimension at ground level including shrubbery containers is 17 feet."



Copyright by C. Lenwood Moore

Mr. Moore has long been a strong advocate of the use of models, and there can be no question of the merits of his beliefs. It is an approach that Mr. Moore finds valuable not only in convincing his clients, but also in assuring himself of the effect of his ideas. As Mr. Moore once said, "When we reach the model stage, we often find minor revisions desirable not apparent in the original design presentation."

Copyright by C. Lenwood Moore





The Father Marquette Memorial *in Utica, Illinois*

Once again the value of Traditional Commemoration and its place in our civilization is convincingly demonstrated in this impressive monument of granite and bronze. For Catholics it has an especial meaning in recording the occasion and site of the first Parish Mass in Illinois, but for all Americans it recalls a period of American History which will always be inspiring as an example of personal courage and divine faith. No single event in the Midwest and perhaps the Nation in recent years has equalled the impact in Catholic circles of this monument and its dedication. A Cardinal, two Archbishops, more than a score of Bishops, and hundreds of lesser dignitaries within the Church participated in the ceremonies.

The story of this impressive monument is dramatically told by Mr. C. C. Tisler, feature writer for the *Daily Republican-Times* of Ottawa, Illinois, in the following report entitled, "Dream Comes True for Utica Church Pastor."

"A dream of eight years standing, since he first came to the village as pastor of St. Mary's Catholic church in Utica, has been realized by the Rev. Martin H. Coughlin.

"On the northeast corner of the church property, there stands now a bronze and granite memorial to the Rev. Jacques Marquette, S.J., the French priest and explorer who in April, 1675, chanted the first Easter masses in what is now Illinois.

"The Rev. Coughlin came to Utica in the summer of 1943 and, being of a historical bent, started inquiring into the work of Father Marquette who with his companion, Louis Joliet, also a noted explorer in his own right, were the first white men to visit Illinois in the summer and fall of 1673. It was at that time that Father Marquette promised the Indians of the Kaskaskia village, near Utica, that he would found for them a mission.

"That was done in April 1675 when he came back, chanted his Easter masses and established the Mission of the Immaculate Conception, the forerunner of the present St. Mary's parish. The mission was the first in Illinois.

"The Rev. Coughlin consulted historians of the Peoria diocese, including Archbishop Joseph H. Schlarman of Peoria and Msgr. Thomas Cleary of Bradford, the diocesan historian.

"When he had assembled all the historical facts known on the work of Father Marquette, he enlisted the aid of the Illinois valley council of the Knights of Columbus. In the spring of 1950 the council members started their financial campaign to have a granite and bronze memorial erected at Utica to the memory of Father Marquette.

"Archbishop Schlarman on a trip to France picked the design for the marker similar to the one erected in 1937 in Laon, France, on the tercentenary of Father Marquette's birth. It shows Marquette, prayer book in hand, dressed in the habits of his order with Indians peering from beside him.

"The design for this part of the memorial was cast in bronze in Paris. It is on the front of the memorial and under it are these words:

" 'Pere Marquette born at Laon, France, June 1, 1637. He died near Ludington, Michigan, May 18. 1675. Devoted missioner and heroic Priest-explorer he offered the Holy Sacrifice of the Mass near this spot Maundy Thursday and Easter Sunday 1675, and established the first Christian mission in the Illinois Country.

'This monument erected under Archbishop Joseph H. Schlarman of Peoria by the contributions of many. Unveiled by

His Eminence Samuel Cardinal Stritch, Archbishop of Chicago, Sunday October 14, 1951.'

"On the back, cut in bronze, is the story of the first Easter service in Illinois taken from the account by Father C. Dablon, superior to Marquette and quoted in the book 'From Quebec to New Orleans' by Archbishop Schlarman. This account follows:

" 'October 24, 1674 Father Marquette set out from the mission of St. Francis Xavier at the present De Pere, Wisconsin, with two voyageurs, Jacques Le Castor and Pierre Poteret, with orders to proceed to the Mission La Conception among the Illinois.

'From December 4, 1674 to March 30, 1675, they wintered on the banks of the Chicago river and reached the Illinois village of the Kaskaskia Indians April 8, 1675. He was received there as an Angel from Heaven. He visited the cabins teaching and instructing the natives. Then he resolved to address all in public. It was a beautiful prairie, close to a village which was selected for the great council. The audience was composed of 500 chiefs and elders seated in a circle around the Father, and of the young men who remained standing. They numbered 1500 men without counting the women and children.

'He explained the principal mysteries of our religion and the purpose that brought him to their country. Above all he preached to them Jesus Christ, on the very eve of that great day upon which He died upon the Cross for them, as well as for the rest of mankind; then he offered the Holy Sacrifice, the first Parish Mass in the Illinois country.

'On Easter Sunday, things being prepared as on Thursday, he celebrated the Holy Mysteries for the second time. By these two sacrifices, the first ever offered there to God, he took possession of the land in the name of Jesus Christ and gave to that mission the name of the Immaculate Conception of the Blessed Virgin.—Drawn from Father Claude Dablon's, *Jesuit Relations and Allied Documents* LIX'.

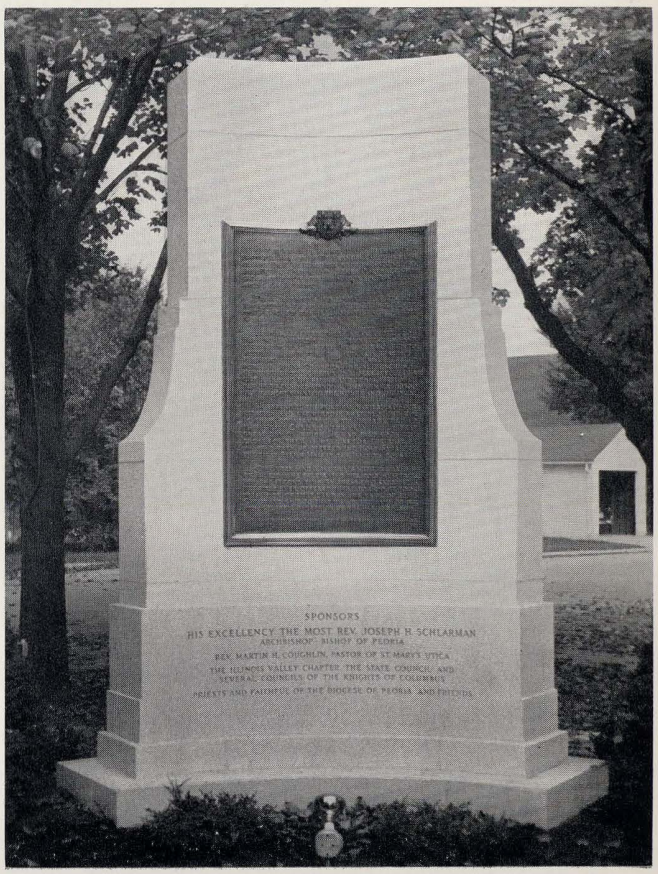
"Carved in granite below this inscription are these lines:

" 'Sponsors His Excellency, the Most Reverend Joseph H Schlarman, Archbishop of Peoria, Reverend Martin H. Coughlin, Pastor of St. Mary's, Utica, the Illinois Valley chapter, the State Council, and several councils of the Knights of Columbus, Priests, and faithful of the Diocese of Peoria and friends.' "

Preceding the dedication of the memorial on Sunday afternoon October 15th, a field Mass was chanted in Starved Rock State Park, a few miles south of Utica by Bishop Martin D. McNamara of Joliet, Ill. The sermon was preached by Archbishop Schlarman of Peoria. Among the other dignitaries of the church attending the ceremonies were Bishops Gerald T. Bergan of Omaha, Neb., Ralph L. Hayes of Davenport, Ia., William T. Mulloy of Covington, Ky., and Bishops William A. O'Connor, Springfield, J. J. Boylan of Rockford, William E. Cousins, Chicago, Albert R. Zuroweste of Belleville and William D. O'Brien of Chicago, these latter all from the Illinois diocese. Among the scores of other prominent people was Governor Adlai Stevenson. An estimated thirty thousand citizens witnessed the impressive ceremonies at Starved Rock State Park, many of whom went to Utica to see the unveiling of the Father Marquette Memorial by Samuel Cardinal Stritch, Archbishop of Chicago.

As historians have pointed out Father Marquette was the man who planted the seed of Christian religion in Illinois, the man who was the forerunner of law and order, of the homes and colleges, churches and schools, public or private and of different denominations.

He remains one of the great figures of history, beloved by the Indians among whom he worked and honored by the members of his own faith as well as by those of other religions for his contributions to the founding of civilization in the middle West.



Thousands of Americans of all faiths attended the dedication of The Father Marquette Memorial on the grounds of St. Mary's Church in Utica, Illinois. Cram & Ferguson of Boston and New York, long noted for their work in ecclesiastic architecture, were given the commission. They delegated the manufacturing and setting to the veteran monumental firm of George R. Sands & Sons of Cambridge, Mass., whose proprietor C. Ranford Sands has often collaborated with this famed architectural firm. The monument was produced by the Wildbur Granite Co., of Barre, Vt., of Wells-Lamson Barre Granite. The bronze pictorial tablet was cast in Paris, France and is similar to one erected in Laon, France, erected in 1937, commemorating the tercentenary of Father Marquette's birth in that city.



A "Marker Design" Revised for Tablet Use

THE ROLAND design illustrated is No. C-1 in our series of designs showing Cross ornamentation.

This is an adaptation of our "Schroeder" slant marker design, for many years a "best seller." We have merely revised the carving to fit a monument instead of a marker.

This is No. 121 of a monthly series of designs produced in the studios of the Bliss Design Co., Rockford, Ill.

The HENRY HOWE MEMORIAL

As part of a well-conceived public relations program, the Monument Builders of Ohio initiated the Henry Howe Memorial and carried the project to a successful conclusion. On page 43 of this issue are seen four typical clippings from Ohio newspapers. Here indeed is an example of one of the methods of stimulating interest in the Memorial Idea and in Memorialists.

A MONUMENT to Henry Howe, famous Ohio historian, was dedicated in Greenlawn Cemetery in Columbus, Ohio, at 2:30 on the afternoon of October 11, the anniversary of Mr. Howe's birth. The monument, which has been erected by Monument Builders of Ohio, Inc., is a gift to both the Howe family and the state of Ohio.

With impressive ceremonies, the Monument was accepted upon the part of the family by Henry P. Howe of Columbus, grandson of the historian, and on behalf of the state by Gov. Frank J. Lausche. The Ohio Historical Society participated in the ceremonies and was presented on the program by E. C. Zepp, curator of the Ohio State Museum.

Harry C. Schwartz of Lebanon, chairman of the Memorial Committee and former M.B.A. president, presided and formal presentation of the Monument was made by Paul H. Lambright of Lancaster, president of Monument Builders of Ohio, Inc.

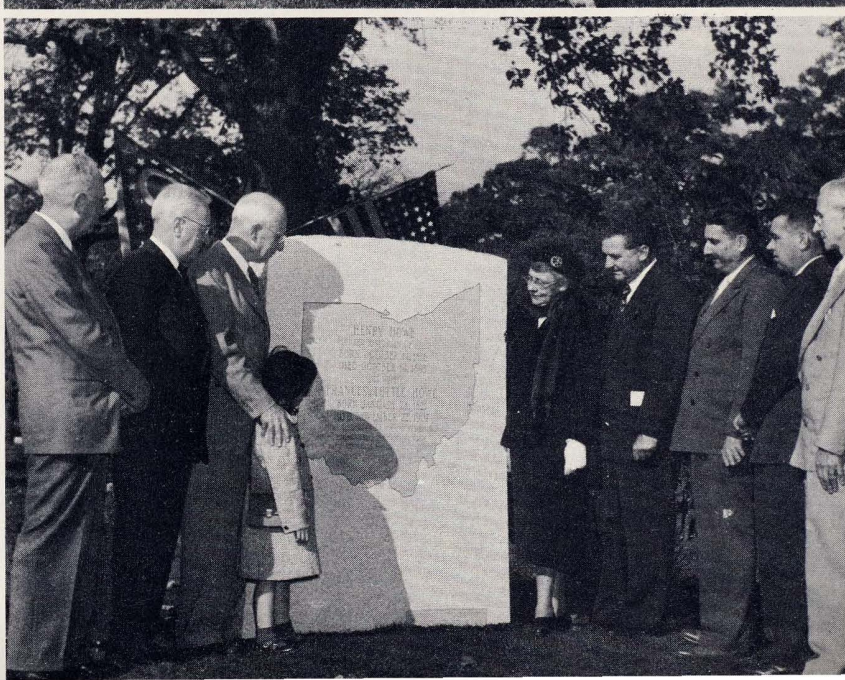
The Monument was unveiled by Vicki Jane Howe, daughter of Mr. and Mrs. Frank Henry Howe of 792 Euclaire Avenue, Columbus. Mr. Howe, who is a teacher and coach at Central High School, is a great-grandson of Henry Howe and Miss Vicki, a great-great-granddaughter. The invocation was offered by Rev. Boynton Merrill, D.D., pastor of First Congregational Church, Columbus. Henry Howe was a close friend of the late Washington Gladden, for many years pastor of First Congregational Church, and was a member of his congregation. It was thought fitting that a successor to Dr. Gladden should take part in the ceremonies.

The erection of a Monument to Henry Howe was first proposed by M. E. Bowers of the Eckhardt Monument Co. of Tiffin, Ohio, when he was president of the State association. The inspiration came from an article written by Miss Grace Goulder, a staff writer on the Cleveland *Plain Dealer*. Both Miss Goulder and Mr. Bowers were presented in the course of the ceremonies.

Henry Howe was born in Connecticut and came to Ohio at an early age. He engaged in the publishing business, and wrote a number of books. He traveled from county to county in Ohio gathering material for his "Howe's Historical Collection". The Monument is a rustic granite monolith, with a panel outline of the state of Ohio.







In the top photograph are seen Officers of the M.B.A. of Ohio formulating plans for the Henry Howe Memorial dedication. Standing from left to right are Arnold O. Lundberg of the Fostoria Monument Co., Fostoria, Ohio; Herbert Zenker of Zenker Bros. Memorial Studio, Inc., Columbus, Ohio; seated left to right are Carl G. Faehnle of Henry A. Mason Memorial Studio, Columbus, Ohio; Paul H. Lambright of Danison Monumental Works of Lancaster, Ohio; Paul Larsh of the Merkle Co., Inc., Dayton, Ohio; and Harry C. Schwartz of Harry C. Schwartz Memorials, Lebanon, Ohio.

The middle photograph shows attractive Vicki Jane Howe, great-great-granddaughter of the Historian, after unveiling the tablet.

The bottom photograph taken at the dedication shows Harry C. Schwartz; Rev. Boynton Merrill, who gave the invocation; Henry P. Howe, grandson of the commemorated; Vicki Jane Howe; Grace Goulder, staff writer on the Cleveland Plain Dealer, whose original article inspired the monument; the Hon. Frank J. Lausche, Governor of the State of Ohio; Erwin C. Zepp, curator of the Ohio State Museum; and memorialists Paul Lambright and M. E. Bowers of the Eckhardt Monument Co. of Tiffin, Ohio, who first proposed the project.

CASE HISTORIES *in Personalizing* MEMORIALS

With Sketches by **Ernest Stevens Leland**

NUMBER XVII

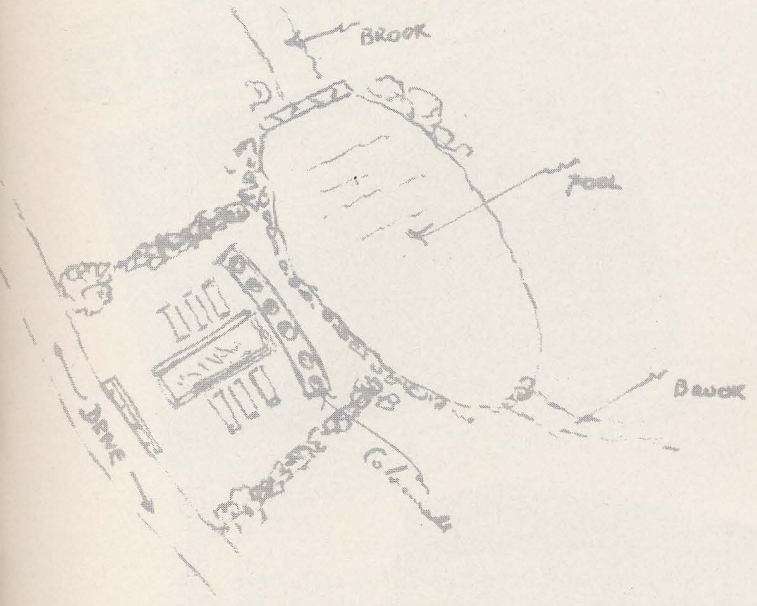
THE CASE of the DISAPPEARING MILLIONS. It was mid-October in 1929. The stock market was still the major conversation-piece of the day and the talk was that the House of Morgan had thrown hundreds of millions into the market and that the recent "break" in the Stock Exchange was at last halted. In fact, there was considerable justification for what proved to be the false optimism of the week. "Big Steel" had recovered some eight points in three days and most of the "Blue Chip" stocks were holding their own or showing gains with a seeming end of distress selling. True, there was "no market" for many stock listings, or at least no market that could be properly termed such. Personally, Wall Street "lingo" was Greek to me, and I must admit I had little appreciation of the gravity of the times. In fact, if I could judge by conversation, I was practically the only "white collar" man in New York who "hadn't lost his shirt". However, I was definitely concerned with the ups and downs of one particular stock, for upon its performance hinged the completion of the year's largest commission.

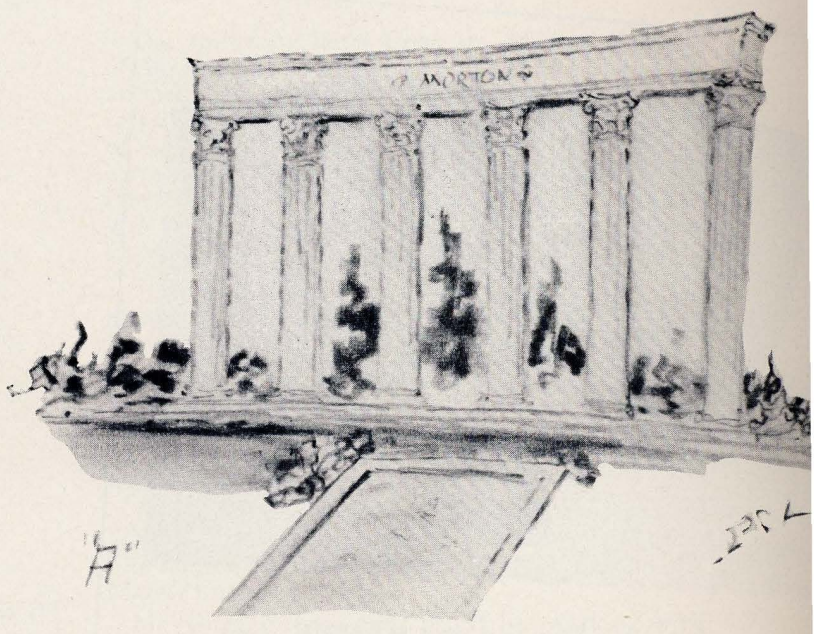
The "Morton" project had been my most pleasant assignment in several years. Mr. Morton had been stricken with a heart attack while on the S.S. Beringeria en route to Europe for "the first real vacation he had ever taken". It seems that after a lifetime devoted to his business, the manufacturing of plumbing fixtures, he had sold his company to the largest similar corporation in the country in January of 1929. In exchange for the stock of his company, of which he had been the sole owner, he had received stock of the larger company valued at more than four millions of dollars at the time of his death in June. It was sometime in mid-July that I first visited the Morton family to help them with their memorial problem. They were a wonderful family, and in the course of the next four months I spent several week-ends at their lovely Connecticut home. Their plot in the old town cemetery was large; there was no question of expense; they didn't want a mausoleum — "it would be too overbearing". They did want beauty, a feeling of stature, and something "that would remind us of father and add to the beauty of the burial grounds without being overwhelming". It would seem that such a client would be easy to please, and I know that I could have "sold" anyone of several ideas I presented in the first month or so, but I knew that none of these presentations were completely satisfactory, so I again asked for more time. The Corinthian columns of their Georgian Colonial home gave me the right direction, but a remembrance of ruins of Roman baths during my boyhood in Italy gave me the answer.

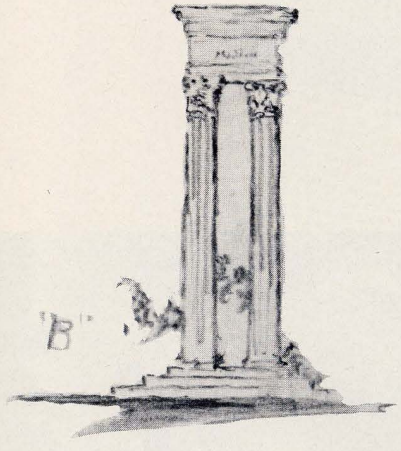
It seems that Mr. Morton, though not a college man, was an avid reader, and was particularly interested in architecture and history. It also seemed that he was particularly well informed upon sanitation and plumbing in ancient times, and at one time had given a convention address on "Sanitation in Roman Days" in which he dwelt at considerable length on the baths of the ancient Romans. It also seems that there was a large print of a "restored" Roman bath in the library that had meant far more to him than any of the several valuable oil paintings in the home. From all this Sketch "A" was developed, and the obvious pleasure of Mrs. Morton and her son and daughters was most rewarding. The pool, coming as a secondary thought, was instantly approved, and within a week in late September the son had bought five acres from the farm adjoining their plot, and contractors were building a cut-stone dam in the bed of the small brook there. The balance of the land was deeded to the cemetery.

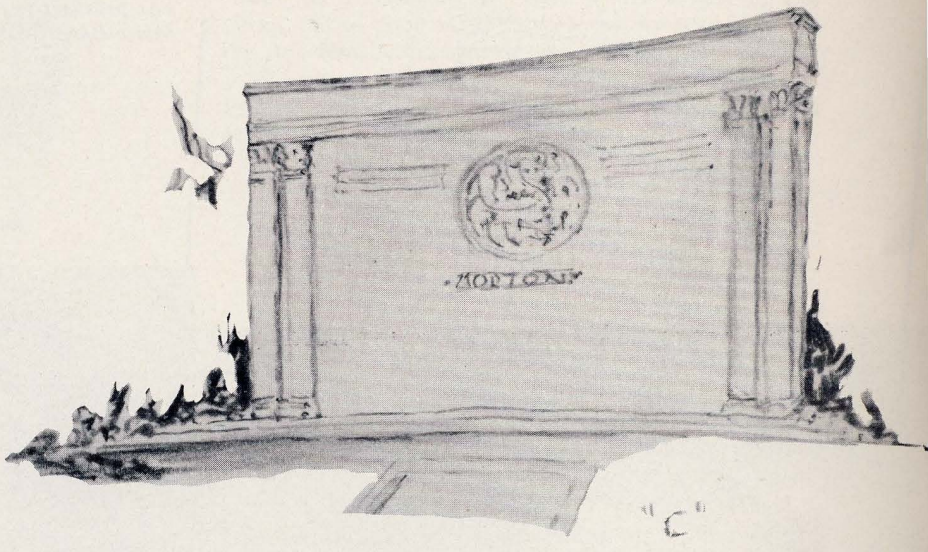
Then came the break in the stock market. Soon after the first bad week in October, the son called me and asked if I could meet him at the office of the executor of the estate. This was the first time during the entire period that the matter of money entered the discussion other than an off-hand statement that the monument itself (not including the pool, walks, and landscaping) would cost somewhere in the neighborhood of $50,000. Now, the lawyer executor, a close family friend, presented the facts of October 26, 1929. It seemed that Mr. Morton had left roughly an estate of $5,000,000 with the Connecticut home, the New Hampshire summer place, and the Palm Beach house valued at around $500,000; some $300,000 in cash and Liberty Bonds and 50,000 shares of stock in the corporation that had bought his company. It also seemed that Mr. Morton, unbeknown to the family, had had a heart condition for more than twenty years that had prevented him from buying life insurance. It also seemed that the executor had used virtually all the cash to fulfill bequests Mr. Morton had made to servants, faithful employees, the local church and other charitable bequests. Now the executor was faced with the problem of income taxes based on the value of the estate at the time of death. The stock at that time was selling at $82 per share. Two days before this it had sold at $32; today a few hundred shares were traded in at $46 with "no real market at all" for any amount of stock. The executor said, "This company is sound; it has never passed a dividend in thirty-eight years; it has never had any sensational rise in all these years; I am sure that time will restore its value in the market; but TODAY I must tell you the horrible facts. Unless I can convince the Bureau of Internal Revenue that it was impossible for me to sell the stock within 'a reasonable length of time' at near the market price of last June, we are faced with an inheritance tax perhaps larger than all the money the stock will bring. Fortunately, the real estate, cash, and Liberty Bonds were in joint ownership, and are not taxable at this time. Unfortunately, I permitted Mrs. Morton to use virtually all the cash and even a few of the Liberty Bonds to fulfill bequests. Now, I am worried, and although I'm sure that if we wait the value of the stock will increase. I don't feel that we should continue with the memorial at the present time, at least until I have some assurance from the Government that adjustments will be made on the valuation of the stock. And that was why I was watching the stock market in late 1929."

Inasmuch as the major part of the expense of the pool had already been met, this part of the project was completed before winter. The market on "my stock" (the only one I ever watched) was very inactive. It sold as low as $22 in November and as high as $54 in a December rally! Early that next Spring it seems that some adjustment was made with the Government and that a considerable number of shares of this stock were sold in the forties to pay the inheritance taxes. I never did know how much and I've often wondered because the stock today is somewhat above its 1929 high, though it sold in the twenties in 1932. But this is a monument story, not a Wall Street obituary, and early in the Spring of 1930 I was asked by the son if we could "do something about the monument itself for considerably less money". He said, "Mother hasn't said anything, but I know she is heartbroken over the matter." Can we do anything in the same spirit of the original drawings that we can afford? Here was a challenge I couldn't turn away. The sketches on the facing page were made and eventually "D" was selected.





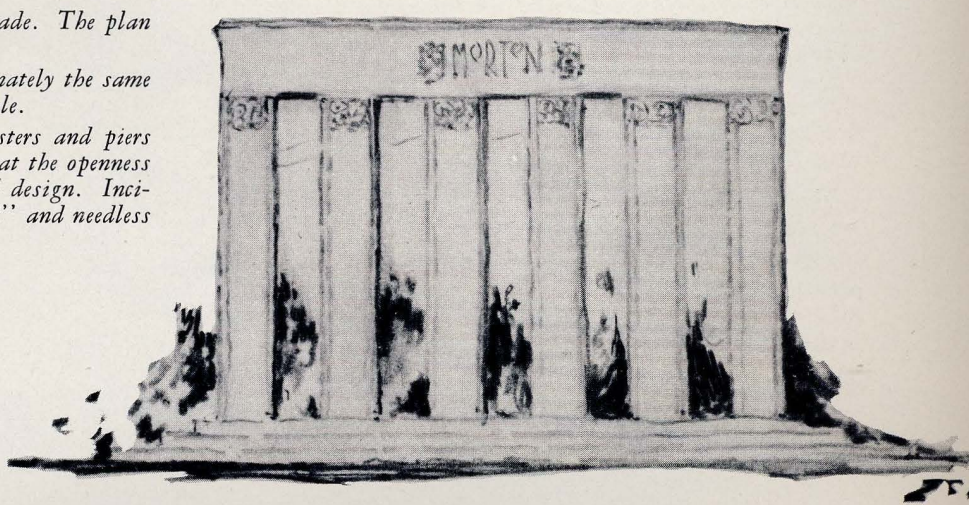




Sketch "A" shows the original Corinthian Colonnade. The plan shows the pool and the lagoon before the memorial.

Sketch "B" was a two-column idea of approximately the same height which didn't have enough scale to be suitable.

Sketches "C" and "D" used Corinthian pilasters and piers respectively, and the family liked both, but felt that the openness of the latter was more in the spirit of the original design. Incidentally, it was somewhat smaller than sketch "A" and needless to say it was much less expensive.



An HISTORIC TABLET *Commemorates* AN OLD CHURCH



HISTORIC TABLETS...

A Neglected Field for Permanent Commemoration.

This month we feature three presentations by Conrad Kenerson of the Kenerson Design Studio of Barre, Vermont, prepared for Dan Ardolino of the Long Branch Monument Company, Long Branch, New Jersey.

For many years "The Old Brick Reformed Church" in Monmouth County, N. J., organized in 1699, has told its interesting history on the wooden sign illustrated. One of the parishioners of this early colonial church wished to inscribe its fascinating story in permanent stone and contacted Mr. Ardolino in his Monmouth office for professional advice. Many monument men might have given a quick quotation based on so many inch letters on a rock pitched slab, but not Mr. Ardolino. He had photographs taken of the church and the sign and rushed them to Mr. Kenerson with a full statement of the probl- The presentation renderings reproduced on this page illustrate the happy results of the collaboration.

Granted that this type of commemoration is often in or near the "thank you" category, the dividends in good will generally more than compensate for the time and expense involved, and most certainly the basic tradition of commemoration in stone is furthered.

MONUMENTAL NEWS-REVIEW 22

By CONRAD KENERSON
Kenerson Design Studio
Barre, Vermont

The page to the left appeared in your December, 1948, issue. The happy culmination of the project is seen below, showing Mr. Dan Ardolino of the Long Branch Monument Co., Inc., of West Long Branch, N. J., at the dedication of the tablet. The monument was produced by Buttura & Sons of Barre, Vt., in Wetmore & Morse Barre Granite.



Needless to say I was pleased to receive the photograph of the tablet along with the following letter from Mr. Daniel A. Ardolino:

"Mrs. Ida M. Keynton of Miami, Florida, wanted to do something for this quaint historical Brick Church Yard at Marlboro, N. J. In this cemetery, dating back to the Revolutionary Period, among other burials are her predecessors, the Schenck Family. In considering what could be done for the Church, other gifts were considered, such as a heating system, etc. It was finally decided that a lasting tribute would be an imperishable Tablet recording the two-hundred-year history of the Church. Photographs of the Church were referred to and certain structural features were followed in designing the memorial. Elaborate dedication ceremonies with several thousands attending were held on August 15th. The Crest is an exact replica of the Dutch Reformed Church Coat of Arms; on the rear of the memorial are inscribed the names of the deceased parents of Mrs. Keynton."

Personalization in a MEMORIAL *to a* CIRCUS OWNER



TIMES-UNION, JACKSONVILLE, SATURDAY, SEPTEMBER 15, 1951

ida State News

CIRCUS OWNER REMAINS SHOWMAN EVEN AFTER DEATH

This full-sized replica of William F. Duggan's pet baby elephant Nancy calls sharp attention to the final resting place of the late circus owner in Pleasant Grove Cemetery near his hometown of Moultrie, Ga. The elephant, carved of [redacted] marble at a cost of just under [redacted], is perched on a pink marble slab atop Duggan's grave. Duggan died last December 22. He was owner of the Hagan-[redacted] Wallace Circus. Shown here paying final tribute is Ralph Decker, a close friend of Duggan and owner of the Royal Duke Shows which played in Moultrie last week. The statue was placed September 8. (Photo by Bob Hunter.)



LAST WISH COST [redacted]—Moultrie, Ga., Sept. 16—When old associates of William F. Duggan, former owner of the Hagan-Wallace Circus, completed the loving task of erecting a memorial, they had spent [redacted] for a [redacted] marble statue of his pet baby elephant, Nancy. The lifesize pink replica stands atop the grave in Pleasant Grove cemetery near here. Two troupers of the Royal Duke shows pay their tribute to the man who was a showman even in death. They are Ralph Deckrt, an old friend, and Bob Roscoe.—Associated Press Photo.

The following letter from Mr. Michael Baldauff of the Volusia Monument Co. of DeLand, Fla., tells an interesting story of personalization. Our clipping services brought us many reports of this work, two of which we illustrate. The deletions are made to correct original errors in the first stories filed. In a later letter Mr. Baldauff advises us that the elephant was modeled and carved by Mr. J. K. Watt of the Georgia Marble Co. of Tate, Georgia.

"We thought you might like to have the enclosed photograph of a monument which we erected in Moultrie, Georgia, September 8, 1951.

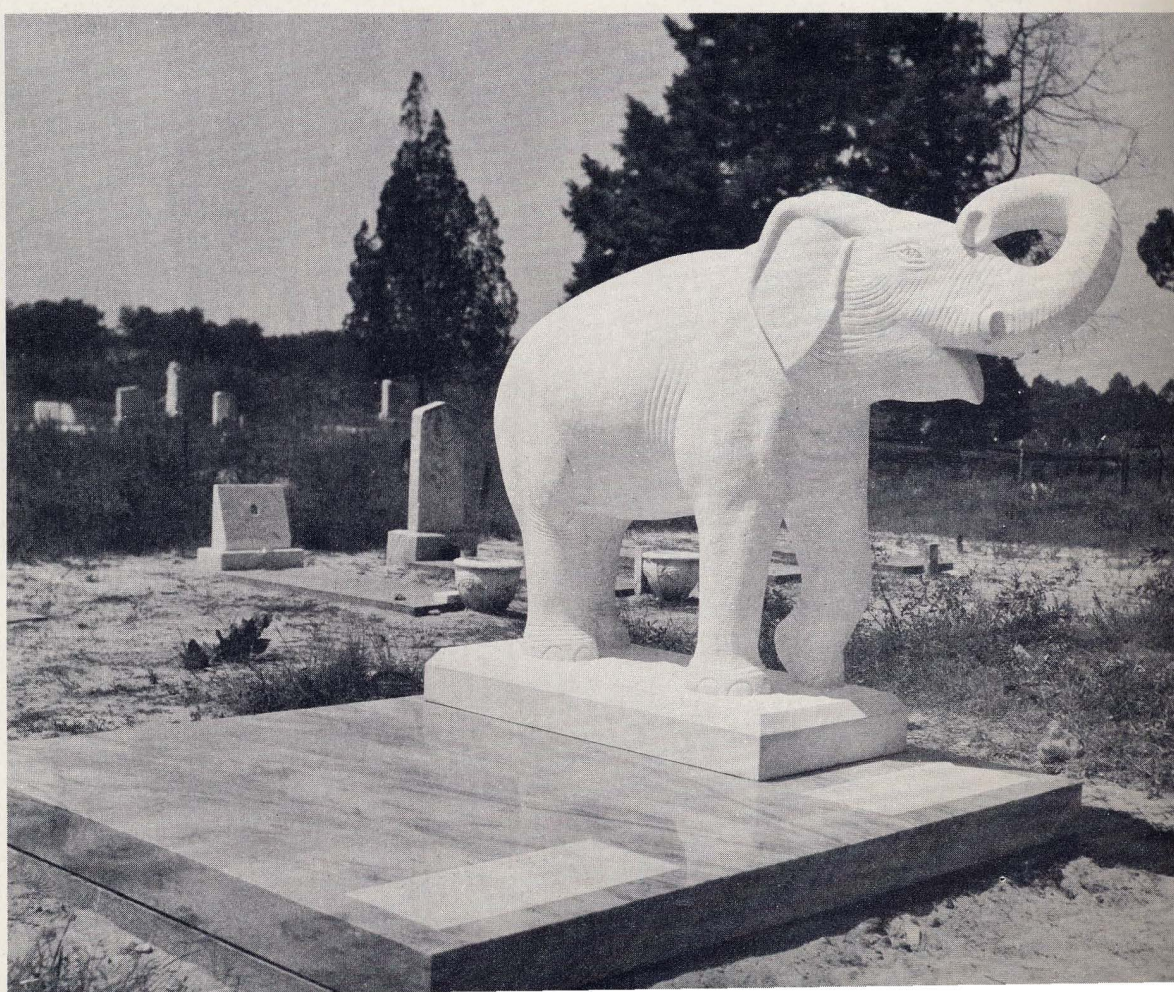
The memorial was erected to the memory of William F. Duggan, who at the time of his death was owner of the Hagan-Wallace 3-Ring Circus. The slab to the left covers the grave of his father, George Duggan, who died in 1902.

The Elephant is 7′ 6″ long and is carved of Georgia White Marble. The slabs are Etowah Pink Marble. The Elephant was carved in the shops of the Georgia Marble Company.

Mr. Duggan spent most of his life working with elephants and died suddenly at winter quarters here in DeLand last December 22.

Mr. W. F. Duggan, Jr., who is now managing the circus, called upon us and after several weeks of working out details, decided on the enclosed photograph.

This might be news material for you if you wish. Photos and stories have already been published in several Southern newspapers."





Barre Granite Shrine *replaces* Old Tablets *in* Cemetery Modernization

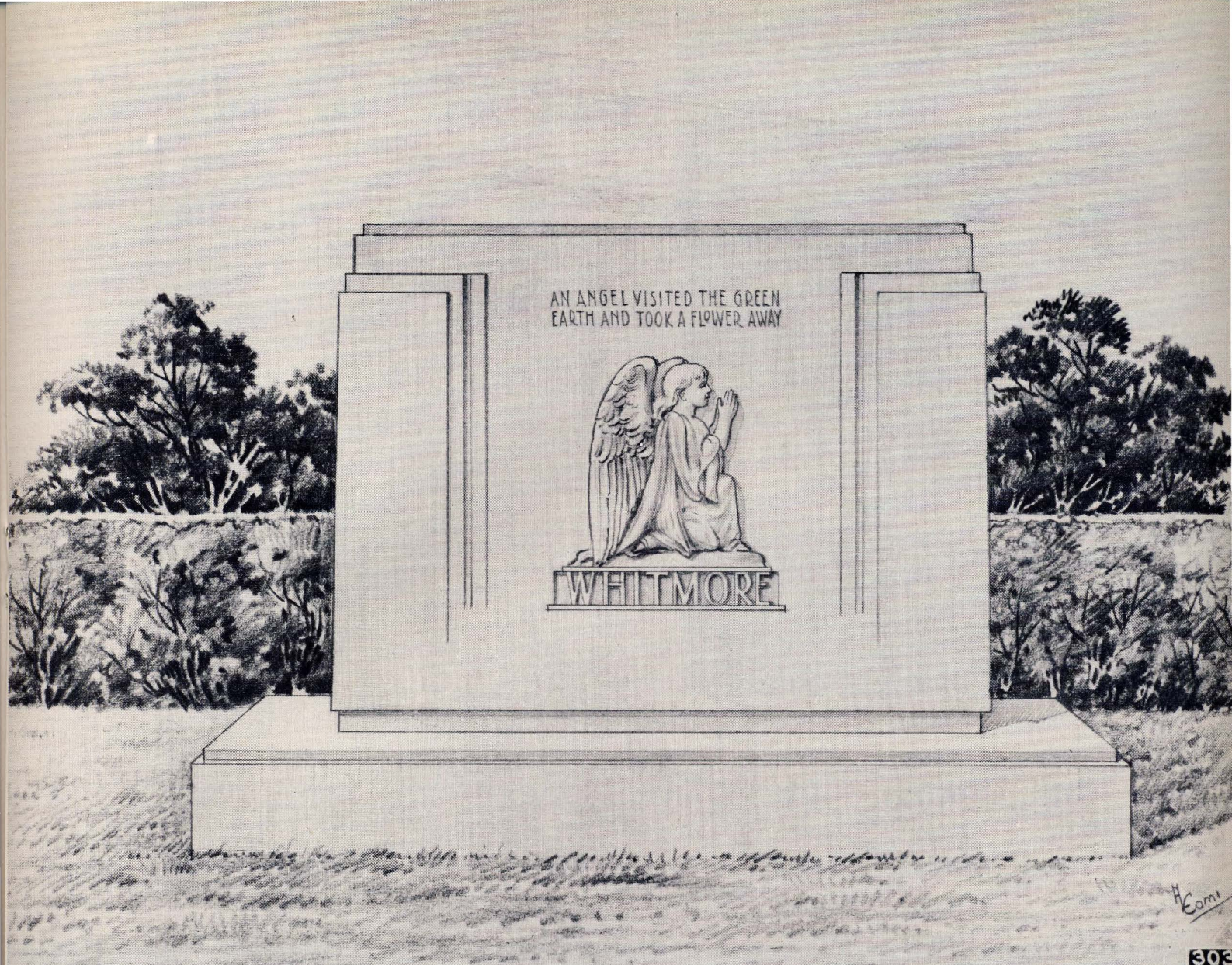
In Calvary Cemetery, Evanston, Illinois, there is a section set aside for the Society of Jesus. This section had been used for over 60 years until about 25 years ago, when no more burial space remained. Each grave had been marked with a large marble tablet. As the "Before" picture shows, these tablets began to deteriorate and break to the extent that the lot became an eyesore to the cemetery.

Gast Monuments, Inc., Chicago, Ill., was commissioned to redesign this old lot. It was suggested that all the old tablets be removed and replaced with one central, attractive memorial dedicated to the SACRED HEART in honor of the 59 priests and brothers interred in the lot. The impressive shrine was cut from Select Barre Granite by Comolli & Company of Barre, Vermont.

Across the top of the wings, in Latin, the appropriate inscription reads: "The Society of Jesus here thoughtfully cherish the remains of those who are to be returned to Heaven." Below the beautifully sculptured bust the Latin inscription reads: "Heart of Jesus you are my salvation." The large letters A.M.D.G. are the abbreviated form of "For the greater glory of God".

This is a real Catholic shrine, enhancing the beauty of the cemetery, and inspiring all who see it to reverence and prayer. The monument was designed by Bert J. Gast, former student at the Barre School of Memorial Art and a fourth generation member of a family that has been active for 70 years in the monument business in Chicago.





Designed for

MODERN MACHINE TECHNIQUES

By
Al Comi

BARRE DESIGN SERVICE
BARRE, VERMONT

As is always the case, Mr. Comi's designs illustrated in this magazine are available in 11″ x 14″ prints along with full-size details.

THE WHITMORE design illustrates Mr. Comi's special talent in combining the old and the new in memorial art. The production-wise manufacturer will see that excepting the panel square around the carving, and of course the carving itself, this is a "production job". Actually the relief carving need not be much more than an inch at the top to allow for the two checks. An even more economical treatment would permit a single plane treatment of the tablet surface with the checks simulated by sand blast and the carving itself in intaglio roughed out by sand blast and "cleaned up" with the hand tool. Another fact worth mention is the method Mr. Comi uses to accentuate the horizontal feeling and still meet the common size limitations in many cemeteries. The necessity of decreasing the width of many otherwise good stock designs either to meet size or price demands generally leads to unpleasant results. With Mr. Comi's handling of checks and offsets, he creates an illusion of width on a tablet not far removed from the square. Note that if the single surface treatment is used the name is carved at the same time as the carving is blown.



The GEORGE F. J

The traditional monument and the whole concept of the worth of traditional commemoration is given a new meaning in this beautiful memorial to one of America's great Twentieth Century leaders, given to posterity by more than 100,000 of his fellow citizens. Here is more than a memorial to a man worth remembering. Here is testament to a new concept in human relations in American Industry . . . and here is an example that might be emulated in many American communities.

WHEN posterity evaluates the Twentieth Century it may well see a new group of Americans numbered among its great. Along with a few Presidents will be a small number of Statesmen, Generals, Clergymen, Scientists, Doctors, Poets, Novelists, Social Workers, Labor Leaders, and *Industrialists*. And it may well be that in these Twentieth Century Builders of Industry, posterity will find its greatest men. It may well be that in this number will be found men who have given more to our country in the goods of humanity than all the rest. There has been a moral awakening among our Leaders of Industry that may well generate an era of human contentment anticipated only in the Scriptures. Yes, it may well be that men like the late George F. Johnson will command the same respect and love from a grateful Nation that they did in their home communities.

The late George F. Johnson built a great company and a great community, but he did more, far more than that. He proved by example to many other industrialists, well-

Information Concerning the Monument to George F. Johnson of Endicott, N. Y.

DEDICATED TO: Mr. George F. Johnson, late founder and president of the Endicott-Johnson Shoe Co. and related enterprises.

DEDICATION CEREMONIES: Sunday, October 14, at Endicott, New York. Principal speaker was Mr. Thomas J. Watson, chairman of International Business Machines Corporation.

LOCATION OF MONUMENT: In Endicott, New York, adjoining the Endicott-Johnson West Branch Recreation Center and facing the George F. Johnson Memorial Library.

ORIGIN OF MONUMENT: By popular subscription from over 100,000 employees of the Endicott-Johnson organization and other persons in related work or residents of the Endicott and Binghamton, New York, communities. Mr. Johnson's extraordinary history of leadership in establishing humane labor policies, in advocating progressive working conditions, and in numerous neighborhood philanthropies, stimulated a remarkable, spontaneous public participation in financing the massive memorial.

DEVELOPMENT OF THE MEMORIAL: The basic arrangements were undertaken by a civic committee in cooperation with Mr. John D. Bonazzi of the Endicott Artistic Memorial Company. Architect was Mr. Henry C. Hahn of New York City. Sculptor of the heroic bronze figure of Mr. Johnson was the late Charles Keck of New York City.

PHYSICAL FEATURES: The monument is constructed of Hunter's Royal Purple Granite supplied by the Robert Hunter Granite Company of Milbank, South Dakota. The granite is polished throughout. Approximately 5 carloads or 125 tons of rough granite were needed to evolve the memorial; carving and finishing were handled by the Hunter organization and the work was erected under the direction of Mr. Bonazzi. Lettering is all deeply carved with bronze letters mated into the incised letters. The monumental plan is in the shape of a large elipse nearly 38 feet wide. The pedestal at the rear center contains a life-size statue of Mr. Johnson, and this pedestal as well as the flanking, curving benches on either side are inscribed with a number of aphorisms and memorable observations of Mr. Johnson — largely pertinent to relationships between management and labor: "His heart and hands built a great industry — a monument to his faith in the working man and all humanity."

The monument has already been acclaimed as one of the most impressive and distinguished in the nation. Its total cost exceeded $135,000 and the names of all the contributors have been permanently recorded in a bronze niche in the structure.



HNSON MEMORIAL in ENDICOTT, N. Y.

meaning but less strong in heart, that there can be no real happiness or prosperity for management unless it takes the worker into a full partnership of sharing the fruits of success. George F. Johnson didn't tour the world spreading this new gospel; he didn't even take the forum nationally. He put his Christian concepts into practice in his own community in what had been one of the most fiercely competitive industries in America. He proved to more than one well-intentioned but doubting Leader of Industry that this new Twentieth Century Gospel is not only practicable but is the *only* business philosophy that can bring true success.

We knew the Nineteenth Century Industrial Leader by the millions he made. The morals of the times were such that even the charities of a Carnegie didn't blot out the "Homestead massacre". And so the story went. Many of these "Robber Barons" left their worldly accruements to their fellow-citizens in a repentant old age. But there was little trust and less love between management and labor. In the transition between the old and the new, there were the Henry Fords and Andrew Mellons, great in their way and important in the evolution of the Twentieth Century Industrialist, but not fully confident of any basic goodness in the common man. They missed the human factor that might have brought a whole-hearted cooperation instead of a steady demand for more wages and shorter hours. The older generations were appreciative of the improvement, but the younger element didn't like either the paternalism or the "police state" methods. The "boss was an enemy", and this was the prevailing philosophy behind the dramatic success of Labor Organizations for more than a generation in the "enlightened" century. Nor is it dead today in every American industry; but the fact that this pernicious tenet is non-existent *in even one community and industry*, and the fact that in one community the workers of company and a community saw fit to erect a monument to the memory of a "Boss" and what he stood for, is a legacy that the next century may see in an all-beneficent light.

More than a hundred thousand employees and neighbors voluntarily contributed more than $135,000 for a monument of Granite and Bronze to tell the Nation, the World, and above all, the future generations in their own community that here was a man who had left something worth remembering, something far beyond material measure. Yes, the monument is a beautiful thing, of distinguished design and sculpture. It is indeed a credit to the noted architect, Henry Hahn of New York City; it will stand with the best of the work of the late and justly famed sculptor, Charles Keck. It reflects great credit on the Hunters of South Dakota, and Mr. John Bonazzi of Endicott, N. Y., and through them on our entire Industry. But more than all this it stands like the Statue of Liberty an eternal promise of an equality among men and a greater humanity. These are the words inscribed on this monument by the neighbors of George F. Johnson, whose names and whose hearts went into the building of this testimonial:

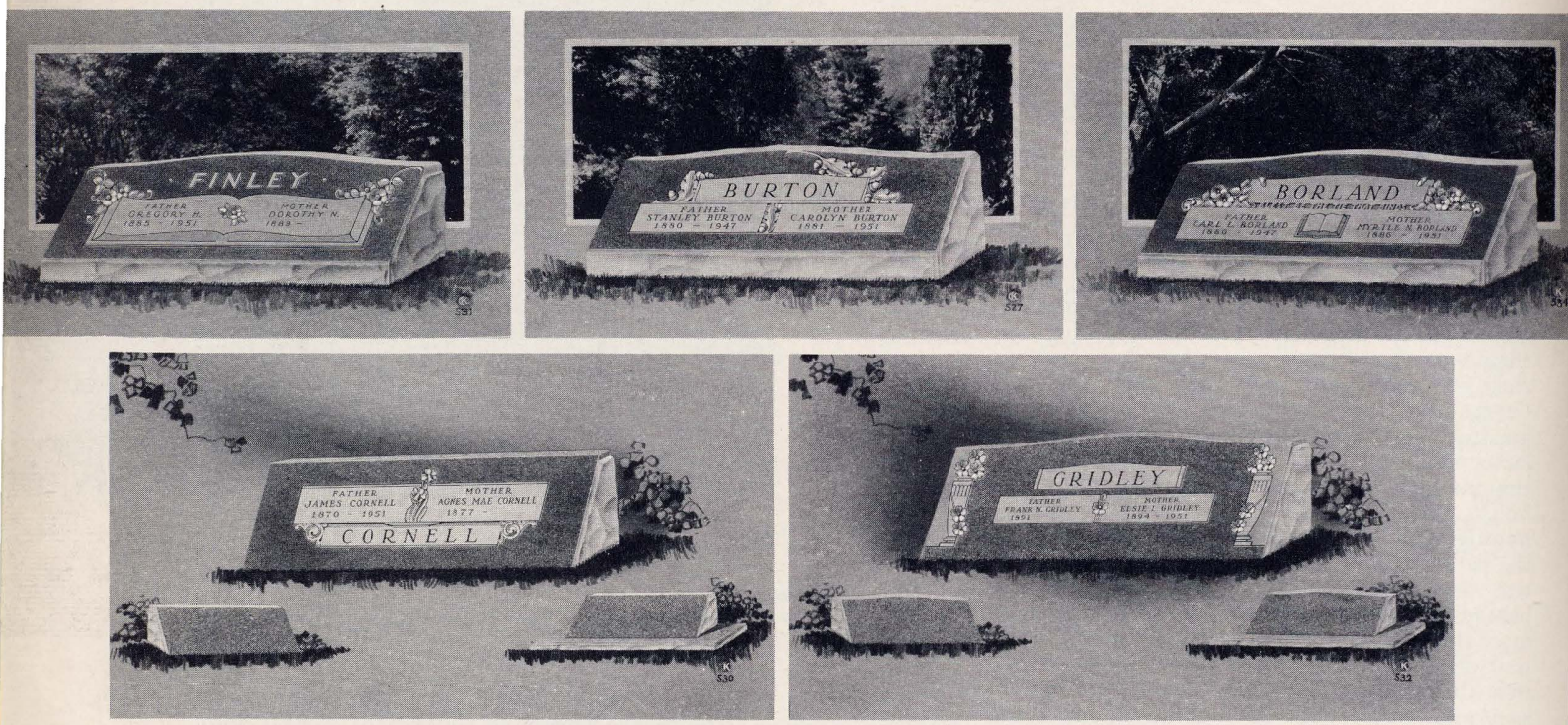
"THE HOPE OF THE WORLD LIES IN EVOLUTION PROGRESS AND CONSTANT IMPROVEMENT AND WE LOOK WITH CONFIDENCE INTO THAT FUTURE RAPIDLY APPROACHING WHEN ALL MAY HAVE A MORE EQUAL SHARE IN THE GOOD THINGS OF LIFE — WHEN THE RIGHTS OF HUMANS ARE ACKNOWLEDGED TO BE MORE SACRED THAN THE RIGHTS OF DOLLARS — WHEN IT WILL BE THE SAME VICE AND THE SAME CRIME WHETHER COMMITTED IN BROADCLOTH OR IN RAGS."

GEORGE F. JOHNSON

"CONFIDENCE BETWEEN WORKERS AND MANAGEMENT IS THE GREATEST FACTOR UNDERLYING BUSINESS SUCCESS."

"LET US NOT BE WEARY IN WELL DOING FOR IN DUE SEASON WE SHALL REAP IF WE FAINT NOT."





This is No. 67 of a new series of designs by Carl Kastrup, 1705 Auburn St., Rockford, Ill.

From My New Series of Fourteen Double Slant-Face Marker Designs

THE habits of a lifetime are not easily broken. I have always referred to the above style of design as a Double Slant-Face Marker, but surely a Double Wedge would be just as descriptive. The word Slant-Face has an unpleasant oriental connotation which might be dispensed with in view of the present state of world affairs. I apologize for its use in the circulars advertising this series. Perhaps this is just being finicky, but I notice an increasing number of dealers refer to this type of marker as a Wedge in preference to Slant-Face. It is too bad that we haven't a word that adequately describes this style of design.

Carl Kastrup

The Gardner Memorial

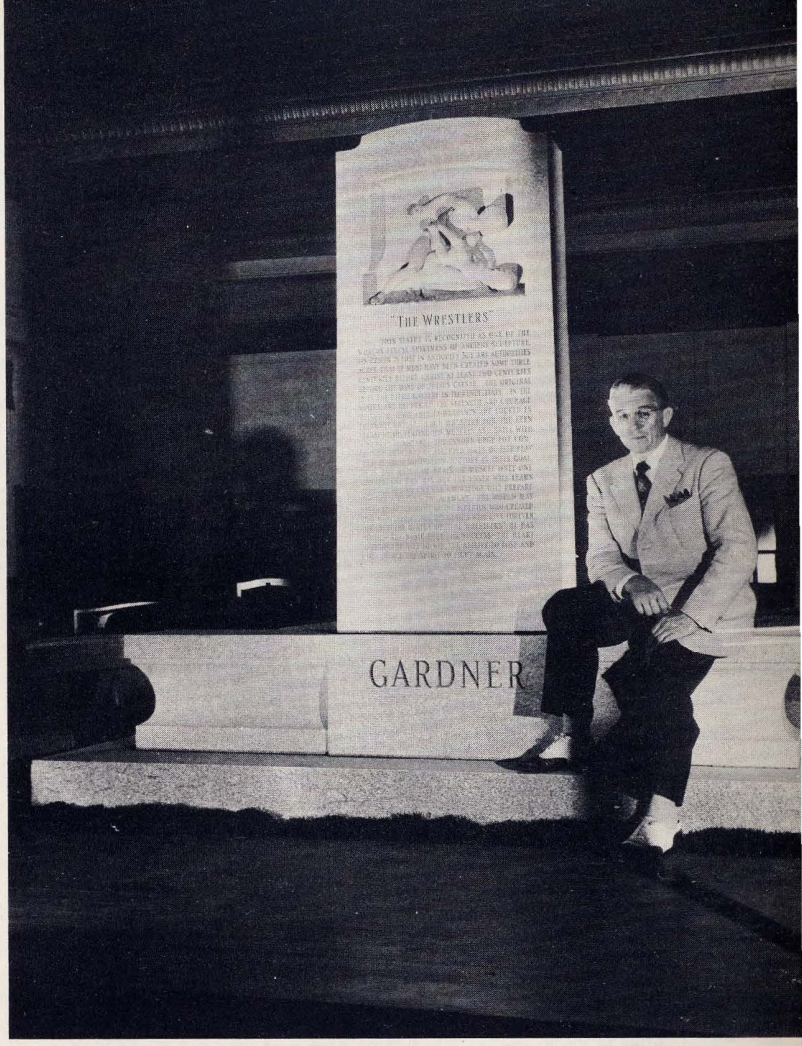
No dealer's family memorial in recent years has attracted so much attention and merited such favorable comment as the Gardner memorial, erected by Carroll A. Gardner, president of well-known Chas. N. Gardner & Sons of Schenectady, N. Y. This impressive monument was manufactured by Rock of Ages Corporation of Rock of Ages granite for the popular president of the New York State Retail Monument Builders' Association.

Carroll A. Gardner, better known as "Pink" Gardner, has had a rather unusual hobby, that of being a student of physical culture and for 25 years a professional wrestler. He started wrestling in 1911 as an amateur for the Schenectady Y.M.C.A., turning to the professional ranks in 1913; won the middle weight wrestling title in 1922 at Boston, Mass., and the light heavyweight title in 1932 at Camden, N. J.

In 1928 he was picked as one of the outstanding light heavyweights in the country and went to Australia with several others in the same division to compete for the light heavyweight championship of the world. He had seven matches over a period of four months, winning six of them and losing the last, which was for the championship.

He retired from active wrestling competition in 1936. He is Ex-Sheriff of Schenectady County and at present is serving his fifth term as County Clerk of Schenectady County.

He also operates a large retail monumental business and a gymnasium, health club and reducing salon in Schenectady.



In this illustration we see Mr. Carroll A. Gardner seated on his memorial, which was displayed in the studio for several weeks. It attracted thousands of visitors, and even the occasional callow curiosity seeker was impressed with the inscription below:

"THE WRESTLERS"

THIS STATUE IS RECOGNIZED AS ONE OF THE WORLD'S FINEST SPECIMENS OF ANCIENT SCULPTURE. ITS ORIGIN IS LOST IN ANTIQUITY BUT ART AUTHORITIES AGREE THAT IT MUST HAVE BEEN CREATED SOME THREE CENTURIES BEFORE CHRIST, AT LEAST TWO CENTURIES BEFORE THE DAYS OF JULIUS CAESAR. THE ORIGINAL IS IN THE UFFIZI GALLERY IN FLORENCE, ITALY. IN THE STATUE ARE EXPRESSED THE STRENGTH AND COURAGE OF YOUTH. TWO ABLE COMBATANTS ARE LOCKED IN FRIENDLY BATTLE. EACH WRESTLES FOR THE KEEN PLEASURE OF TESTING HIS MUSCLES AND SKILL WITH A WORTHY OPPONENT. THE INBORN URGE FOR COMPETITION GOVERNED BY ACCEPTED RULES OF FAIR PLAY — THAT IS THEIR MOTIVATION — VICTORY IS THEIR GOAL. AS IN ANY MATCH OF BRAIN OR MUSCLE ONLY ONE CONTESTANT CAN WIN, BUT THE LOSER WILL LEARN THROUGH LOSING AND THE KNOWLEDGE WILL PREPARE HIM FOR A RETURN ENGAGEMENT. THE WORLD MAY NEVER KNOW THE NAME OF THE SCULPTOR WHO CREATED THIS MASTERPIECE, BUT HIS GENIUS WILL LIVE FOREVER FOR INTO THE STATUE OF "THE WRESTLERS" HE HAS MOLDED THE BASIC RULE FOR SUCCESS — THE HEART TO FIGHT, THE WILL TO WIN, THE ABILITY TO LOSE AND MOST OF ALL THE SPIRIT TO FIGHT AGAIN.

Below is seen a page from a political folder advocating Mr. Gardner's election to the Congress of the United States.

Meet Carroll A. Gardner . . .

The Democratic Candidate for Congress from the 31st District was born on August 20, 1894 in Poughkeepsie, N. Y. and was brought to Schenectady by his parents in 1900.

Attending Schenectady Public Schools, he went into the monument business upon graduation. He has been in this business for more than twenty five years. His hobbies, outside business hours, are sports and physical fitness, and he has lectured and demonstrated before hundreds of high school and adult groups.

Carroll A. Gardner married Eleanor P. Lunn, daughter of George R. Lunn, former United States Congressman and Lieutenant Governor of New York State under Alfred E. Smith. The Gardners have three children; Carroll, George, and Eleanor.

His fraternal affiliations include all Masonic bodies, the Elks, Moose, Eagles, Scotia Grange, Odd Fellows, and many others. He is a member of the Board of Directors of the Y. M. C. A., the Family Service Bureau, and is active in all civic endeavors. A Past President of the New York State County Clerk's Association, he now is, and for many years has been a member of the Legislative Committee. He attends the Presbyterian Church in Schenectady.

CARROLL A. GARDNER . . . . . .

- **A prominent business man.**
- **A distinguished record of public service.**
- **Former Sheriff of Schenectady County.**
- **Four times elected County Clerk of Schenectady County.**

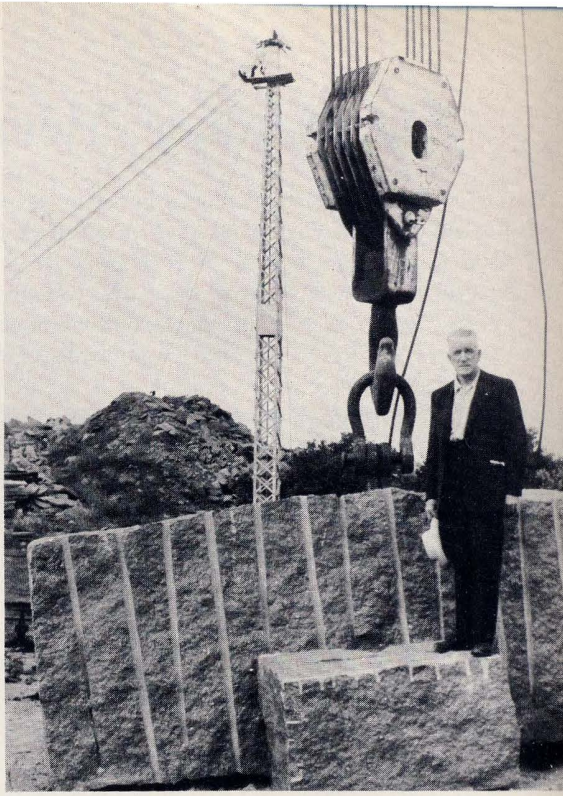
ELECT
CARROLL A.
GARDNER
FOR
CONGRESS
31st District
VOTE ROW "B"
Cardner for Congress Campaign Committee

HERE AND THERE





BARRE MANUFACTURER PROMINENT NATIONAL FIGURE IN C.A.P. — A meeting and dinner held at the Hotel Astor, New York City, on August 15th (upper photo). First and second rows: Selected cadets from fourteen countries in the U. S. on the cadet exchange. (Center, second row, Colonel Cordmeyer, Commanding Officer of the New York Wing, Civil Air Patrol, and Colonel James L. Biggs, National Executive Board, Civil Air Patrol, from Barre, Vt., whose firm is Waldron Shield Co., Inc., of that city.) Back row: The Counsel Generals of the fourteen countries represented. Left to right: Major Getchel, Public Relations Officer, New York Wing, Civil Air Patrol; Lt. General Harmon, Senior Air Force Officer at the United Nations; Major "Chuck" Yaeger, first man to fly faster than sound, receiving the General "Hap" Arnold "Airman of the Year" Trophy; Colonel James L. Biggs, National Executive Board of the Civil Air Patrol.



JOHN BONAZZI INSPECTS STONE AT HUNTER'S QUARRY — Mr. Bonazzi of the Endicott Artistic Monument Co., Endicott, N. Y., is seen inspecting one of the many saw blocks that went into the George F. Johnson Memorial featured on pages 36 and 37 of this issue. This scene took place earlier this year at Milbank, S. D., at the Royal Purple Quarry of the Robert Hunter Granite Co.

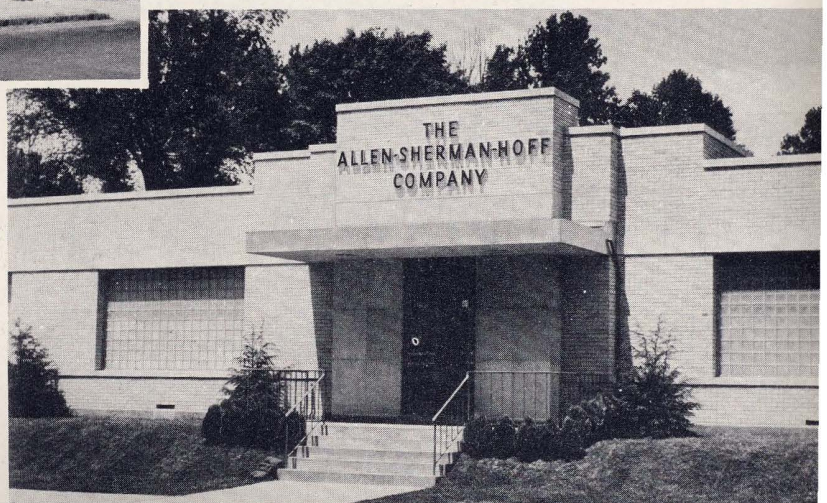




MINIATURE MONUMENTS — The two diminutive memorials shown were made for well-known Harry C. Schwartz of Lebanon, Ohio, past president of the M.B.A. to use in conjunction with his model quarry miniature, which has caused so much favorable comment wherever shown.

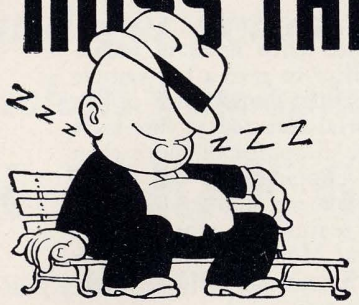


JOHN G. LUX OF MASPETH, N. Y., AND SONS — In sending this photograph Mr. Lux writes: "I've taken the Monumental News ever since I started business thirty-two years ago. Every monumental business should have your magazine. It's interesting, has lots of news, and plenty of good advice. I wouldn't be without it, but have to fight to get it first, now that my two sons (shown in the picture) are in the business."



NEW OFFICES FOR ALLEN-SHERMAN-HOFF CO. — New home office building of The Allen-Sherman-Hoff Co., well-known manufacturers of Hydroseal Pumps. Located at 259 E. Lancaster Ave., Wynnewood, Penna., a few miles west of Philadelphia on the Main Line, the new quarters are completely modern in design. Each office is individually air conditioned, and excellent lighting is provided by glass block windows and fluorescent fixtures. Ample parking facilities are available for employees and visitors. The Company moved into the new offices on July 1, 1951, from Philadelphia.

DON'T MISS THE BOAT!

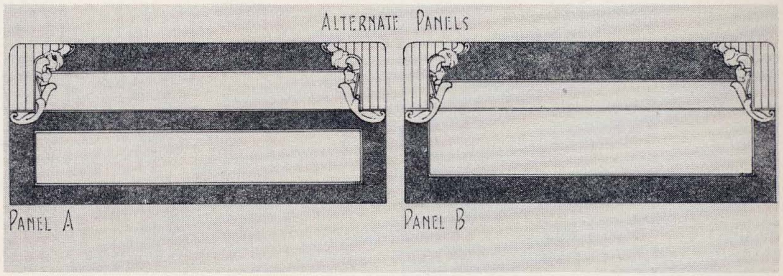


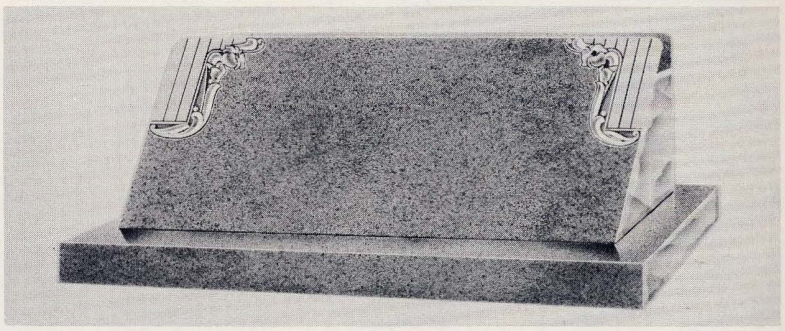
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Western Style Slants and Bench Style Markers





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ALUMINUM OXIDE *and* SILICON CARBIDE ABRASIVES

ELECTRIC FURNACE PRODUCTS

Reasonably Priced

ABRASIVE PRODUCTS COMPANY

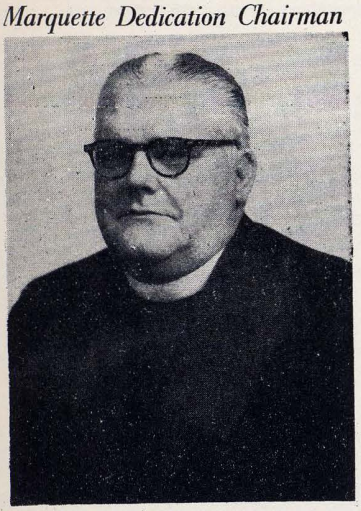
Factory and Office – LANSDOWNE, PENNA.

Canadian Agent – Ritchey Supply Co., Toronto, Ont.

MONUMENTS MAKE NEWS in the NATION'S PRESS

The press has been filled with news of monuments far beyond our ability to give a fair sample of its scope. The tremendous importance of the Father Marquette Memorial featured in this issue is indicated by some five clippings of more than twenty seen. The four clippings on the Henry Howe Tablet of the Monument Builders of Ohio are typical of the many featured in Ohio papers. The Forrestal and General Morgan stories in *Life* and the Brooklyn War Memorial Building story complete the page.

Marquette Dedication Chairman



THE REV. MARTIN H. COUGHLIN of St. Mary's parish in Utica, who has been a prime mover in the erection of the Marquette memorial, to be dedicated next Sunday. He is general chairman of arrangements.

Many Bishops to Attend Marquette Memorial Rites



BISHOPS OF ILLINOIS, Iowa, Nebraska and Kentucky thus far have indicated they will attend a field mass in Starved Rock State park at 10 Sunday, Oct. 14, to be followed at 2:30 the same day by the dedication of a memorial to Father James Marquette S. J., pioneer priest of Illinois in Utica. Top row, left to right, Bishops Ralph L. Hayes of Davenport, Ia., William H. O'Connor of Springfield, William D. O'Brien of Chicago. Lower, left to right, Bishops William E. Cousins of Chicago and John J. Boylan of Chicago and Albert R. Zuroweste of Belleville. Samuel Cardinal Stritch of Chicago is to unveil the memorial.

Bishops of Four States Accept Invitations to Dedication of Memorial for Father Marquette

Bishops of four states have accepted invitations to attend the dedication of a bronze and granite memorial to Father James Marquette, S. J., pioneer priest of Illinois, at Utica on Sunday, Oct. 14.

They are Bishops Gerald T. Bergan of Omaha, Neb., Ralph L. Hayes of Davenport, Ia., William T. Mulloy of Covington, Ky., and those of Illinois dioceses. The latter includes Bishops William A. O'Connor of Springfield, J. J. Boylan of Rockford, William E. Cousins and William D. O'Brien, both of Chicago.

The field mass at 10 a. m. in Starved Rock State park will be chanted by Bishop Martin D. McNamara of Joliet, with Archbishop Joseph H. Schlarman of Peoria giving the sermon.

Msgr. F. A. Cleary of St. Columba's church in Ottawa will be the assistant priest. Msgrs. L. J. Wissing of Mendota and F. L. Blecke of Peoria will be the deacons of honor. The Rev. John M. Roche will be the deacon of the mass, the Rev. E. F. Duke of St. Mary's parish at Naplate will be the sub deacon and the Rev. Thomas O'Keefe of Joliet will be master of ceremonies.

The chaplain to Archbishop Schlarman will be Msgr. John M. Sheedy of St. Patrick's church in Ottawa and Msgr. A. A. Jagodinski of La Salle.

After the field mass at Starved Rock State park, the bronze and granite memorial to Father Marquette will be dedicated on the lawn of St. Mary's church at 2:30 by Samuel Cardinal Stritch of Chicago.

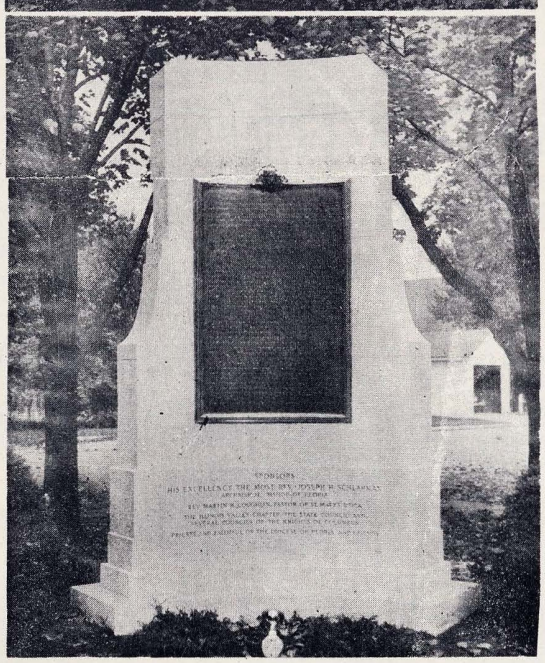
The memorial to Father Marquette marks the site of the first Easter services in Illinois when he chanted masses in April, 1675, before an audience of thousands of Indians and a handful of his white aides on the plain near Utica. He also founded at the same time the Mission of the Immaculate Conception, the first in Illinois, at Utica.

Father Marquette died a month later of hardships sustained in his canoe trip of 2,700 miles from Green Bay, Wis., down the Wisconsin river and back up the Mississippi and Illinois rivers.

The site of the first Easter services in Illinois has never been marked, a neglect of nearly three centuries that now is to be repaired by the Illinois Valley council of the Knights of Columbus

Father Marquette Memorial





THE ABOVE PHOTOS show two sides of the bronze and granite marker, erected at Utica in memory of Father Marquette, pioneer priest, which will be dedicated next Sunday with impressive ceremonies in Starved Rock State park and Utica. Top photo, front of the marker showing the bas-relief of Father Marquette with the Indians peering out from beside him. Lower photo, rear of the marker which gives the story of the first Easter mass in Illinois taken from the accounts of the 17th century.

Sand From Grave Of Marquette To Go In Memorial

UTICA, Ill., Aug. 25. (AP)—A small bag of sand from the first burial place of father Jacques Marquette, S.J., pioneer priest of Illinois, will be placed in a memorial to him.

The bronze and granite marker is to be erected with solemn ceremonies in Utica Sunday, Oct. 14.

The Rev. Martin H. Coughlin, pastor of St. Mary's Catholic church, Utica, said today he had arranged for the sand from the grave with officials of the history department of Marquette University, Milwaukee.

THE UNIVERSITY has a few fragments of Marquette's bones found at St. Ignace, Mich., in 1876 when the missionary priest's second grave was opened. Father Marquette first was buried in Ludington, Mich., where he died in 1675. The university will send to Utica sand from the Ludington burial place.

Marquettes death occurred a month after he had chanted the first Easter masses in Illinois near what now is Utica. He also founded the mission of the Immaculate Conception among the Kaskaskia Indians of Illinois.

INDIANS REMOVED his body from the Ludington burial place and took it across the straits of Mackinac to St. Ignace on the upper peninsula of Michigan and reburied it. Marquette had founded the settlement of St. Ignace and named it for St. Ignatius Loyola, founder of the society of Jesus (Jesuits).

The original grave was located in the summer of 1819 by another French Jesuit, father Gabriel Richard, who was traveling from Detroit to Chicago along the shores of lakes Huron and Michigan. Father Richard marked the spot

Old French Flag to Fly at Fr. Marquette Event

By C. C. Tisler.

Time will be rolled back to the late 17th century in Starved Rock state park on Sunday, Oct. 14, when the French fleur-de-lis, dark blue with white lilies, will float alongside three other flags at the Father Marquette Memorial dedication rites.

It will be the first time, so far as known, that the ancent flag of the French empire, now replaced by the tri-color of the Republic of France, will have been raised in the Illinois Valley since it was hauled down about 1690.

At that time the French seat of colonial government in the middlewest was moved down river to Kaskaskia, after it had been established at Fort St. Louis on what is now Starved Rock by Robert Cavalier Sieue De La Salle in the 1680s.

The fleur-de-lis of Louis the 14th, king of France, flew from atop Starved Rock for 18 to 20 years before the fort was abandoned and the flag was hauled down.

Establishes Mission.

Before that time late in 1673 Marquette had visited the Kaskaskia Indian village opposite what is now Starved Rock and had returned to the same camp in April 1675 to establish the Mission of the Immaculate Conception and chant the first Easter masses in April 1675.

It is these historical events that are to be marked Oct. 14 by a field mass in Starved Rock state park at 10 a. m. and the dedication of a bronze and granite memorial to Father Marquette on the lawn of St. Mary's church in Utica at 2:30.

The ceremonies are being sponsored by the Illinois Valley council of the Knights of Columbus.

The Rev. Martin H. Coughlin of St. Mary's, seeking authenticity to reproduce the colonial days of French empire in and around Starved Rock, after Marquette and his companion, Louis Joliet, became the first white men to visit the valley, sought a French fleur-de-lis flag.

Used in Detroit.

The French consul in Chicago, Francois Briere, advised him they had no such flag on hand, but that one had been used in Detroit, Mich., at the 250th anniversary of the founding of the city observed this year.

The Detroit Historic society advised Rev. Coughlin that it would loan him the flag.

This reminder of the glory of the French empire, when it controlled all of Canada, the Illinois valley and other parts of the south or middlewest, will be flown alongside the American flag Oct. 14, the papal flag and the flag of Illinois.

The latter has been loaned for the ceremonies through the courtesy of State Sen. Fred J. Hart of Streator, who secured it from the state armory at Springfield.

LETTERS TO THE EDITORS

THE FORRESTAL DIARIES

Sirs:

Orchids to Ernest Havemann for his handling of "The Forrestal Diaries" (LIFE, Oct. 15). May all of us try to the limit of our abilities to understand what this genuinely great American thought of the world in which we live today.

REID CULLATT

Augusta, Ga.

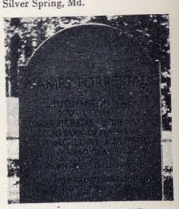
Sirs:

You state Forrestal's grave marker reads simply "James Forrestal, Lt., U.S.N.," his rank in World War I.

The small headstone was removed some time ago. In its place there is now this stone.

CARSON C. HATHAWAY

Silver Spring, Md.



FORRESTAL'S GRAVE

Sirs:

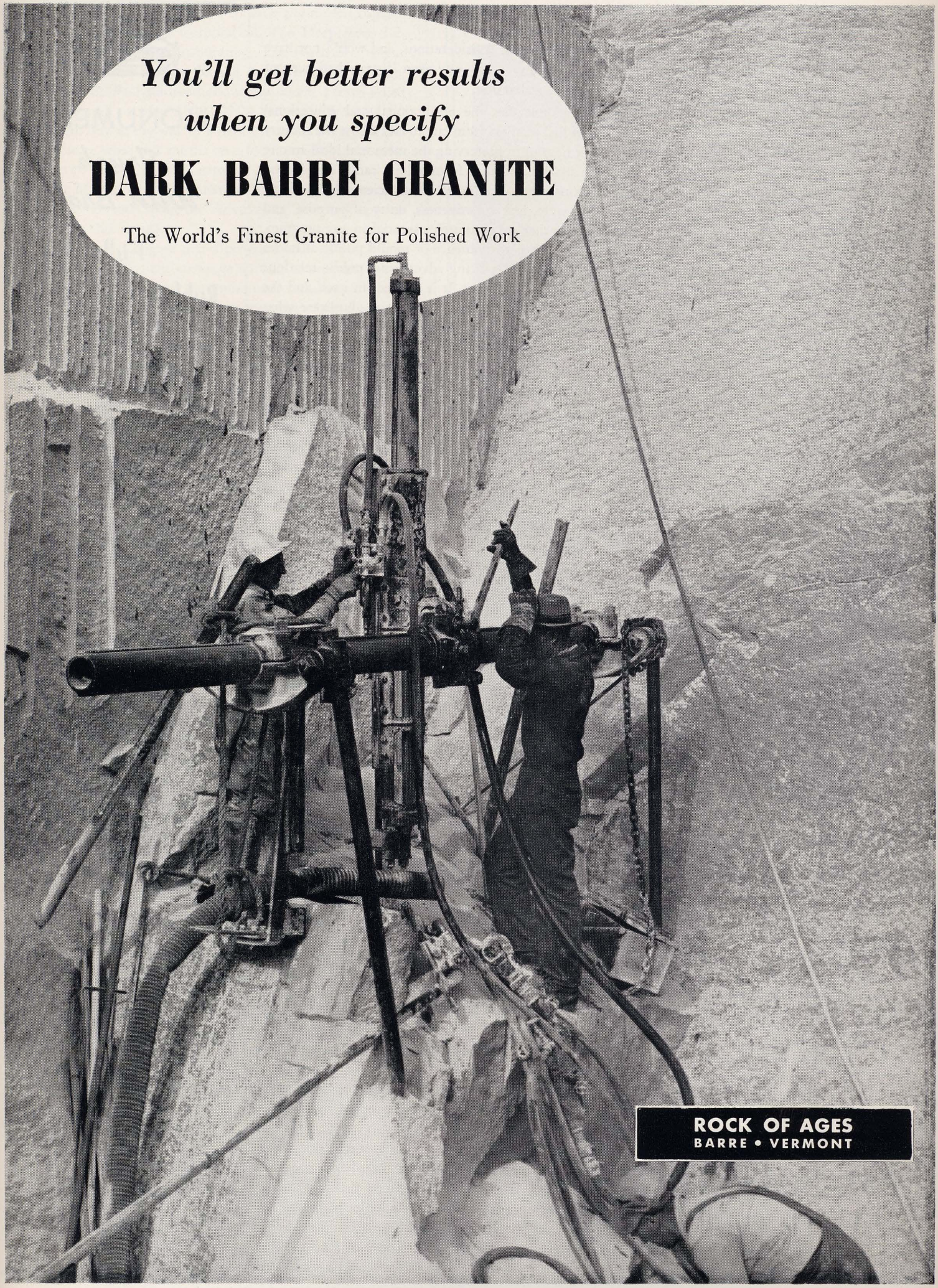
What was the quotation from the book of poetry Forrestal left open when he committed suicide?

MRS. J. W. CHAMBERS

Moundsville, W. Va.

● The poem was Winthrop Mackworth Praed's translation of Sophocles' solemn chorus from *Ajax:*

Fair Salamis, the billows' roar
Wanders around thee yet,
And sailors gaze upon the shore
Firm in the Ocean set.
Thy son is in a foreign clime
Where Ida feeds her countless flocks,
Far from thy dear, remembered rocks,
Worn by the waste of time—
Comfortless, nameless, hopeless,—save
In the dark prospect of the yawning grave. . . .
Woe to the mother in her close of day,
Woe to her desolate heart and temples gray,
When she shall hear
Her loved one's story whispered in her ear!
"Woe, woe!" will be the cry—
No quiet murmur like the tremulous wail
Of the lone bird, the querulous nightingale. . . .—ED.


You'll get better results
when you specify
DARK BARRE GRANITE
The World's Finest Granite for Polished Work
ROCK OF AGES
BARRE • VERMONT

BARRE

DESIGN
SERVICE
AL COMI
PHOTOGRAPHIC - PRINTS
ARCHITECTURAL RENDERINGS
MEMORIAL MOTIFS
BARRE

Join Your Associations

THE GRANITE WITH A Contrast

SPECIFY . . .

"FRENCH CREEK" the Extra Dark Monumental Granite.

RECEIVE . . .

Quality merchandise... unsurpassed contrast... dependable workmanship...exclusive designs prompt shipment...less competition . . . better profits.

At your SERVICE since 1910 with our own quarry and complete finishing plant.

FRENCH CREEK GRANITE CO.

ST. PETERS, PENNSYLVANIA

WILLIAM J. ARCHER . . .

Continued from Page 16]

sonal preferences, not cost considerations, and would not have changed their selections in any way even if price had been of relatively minor consideration.

It was pointed out that the promotional and educational efforts of individual retailers from city to city across the country have been very helpful in preserving the memorial ideal among the American people, but that from a long range standpoint, such efforts alone are not going to be sufficient. Such efforts, by their very nature, lack cohesiveness, unity of purpose, and continuity, factors that are absolutely essential in any program, the purpose of which is to influence or mould public attitudes or opinions. Furthermore, writing advertising, public relations or educational material is an art. It is a career in itself and the small businessman as a rule cannot expect to duplicate what the advertising agencies do for large corporations selling nationally advertised products.

For this reason, the public has been allowed to drift slowly away from the memorial ideal, turning to smaller and smaller monuments and markers, and showing ever increasing acceptance of the idea on no monument cemeteries. Remember, this is not a matter of economics, but rather one of public attitudes. Never before has the American public had so much purchasing power. Never before have so many high priced and luxury items sold so well. If the sale of monuments hasn't kept pace, hasn't shown the same tremendous growth in both unit and dollar volume, then the answer is to be found not in terms of the public's ability to buy, but rather in terms of their willingness to do so.

These attitudes on the part of the public represent a trend; a trend away from the memorial ideal; a trend that will increase in speed and momentum with every day that it is allowed to continue unchecked. That is why we presented the outline of a national advertising program for the monument industry a year ago, worked out the details in the following months, and are prepared this afternoon to recommend to you, perhaps I should say, in all sincerity, urge and plead with you, to get such a program under way at the earliest possible date.

A few months ago your marketing committee, which has given considerable thought to this problem, asked me what sort of a program would be needed, how much would it cost, over how long a period of time. After a survey of the costs of various national advertising media, we recommended an annual expenditure of $500,000.00 for five years in order to realize the maximum results within a budget that might realistically be available to the industry. At the same time, however, we cautioned that an annual expenditure of $300,000.00 or less would have so little impact that the industry would be better off not entering upon the program at all.

This then is our recommendation; an annual expenditure for at least five consecutive years of $500,000.00, with the proviso that in no case should the five year program be undertaken if less than $300,000.00 is to be available annually.

The next question your marketing committee asked was, "what will $500,000.00 annually buy in the way of an advertising program?"

For the answer to this, I am going to call on someone much more qualified than myself. Many of you heard him speak at your convention last year when he outlined the importance of national advertising, both from the standpoint of individual companies and from the standpoint of business and trade associations. The gentleman is Mr. J. P. Roche of Roche, Wil-

[*Continued on next page*

FLOOR TRUCKS ORANGEVILLE ORANGEVILLE MFG. CO. ORANGEVILLE PA.

MONUMENT
Truck
With Brake
Fully
Rubber Upholstered
Dual
Pneumatic Tires



MODEL S-5

These Trucks can be furnished either with brake or without brake.

Fully Descriptive Folder sent on Request

Standard and Special Trucks

Write for catalog

ORANGEVILLE MFG. CO.

Orangeville 14, Pa.

"Since 1879"

liams & Cleary, advertising agents to such prominent organizations as The Studebaker Corporation, The Deepfreeze Division of Motor Products Corporation, The Portland Cement Association, Arvin Industries, Kohler & Kohler, The Chicago, Milwaukee & St. Paul Railroad and many others. I have asked Mr. Roche to tell us what $500,000.00 and what $300,000.00 annually will buy in the way of a national advertising program and to indicate what this means on a local, or individual community level, as well as on a national scale.

I believe Mr. Roche has the answers for you to that question. (Mr. J. P. Roche then spoke on "Advertising". His talk appears elsewhere in this issue).

I think we will all agree that a program such as Mr. Roche has outlined has sufficient coverage so that at frequent intervals over a five year period the monument industry will have the necessary opportunity to bring its message to the American public. The impact of such a program, with its cohesiveness and singleness of purpose will accomplish much more than the scattered efforts of individual retailers toward the same goal. At the same time, it will provide a base upon which individual retailers can plan their own advertising and promotion efforts so that the sum total of the program will not only go a long way toward reawakening the public to the memorial ideal, but will also work toward a much needed revitalization of various segments of the monument industry itself.

A careful plan is being prepared by your marketing committee to get this program under way. It has been decided to open up participation to all monument retailers on a voluntary cooperative basis, association members and nonmembers alike. But although it is voluntary and cooperative, I would like to know that every progressive monument dealer will feel a personal responsibility in the program's success and that he will not wait to be called upon before seeing what he can do, personally, to make it a success.

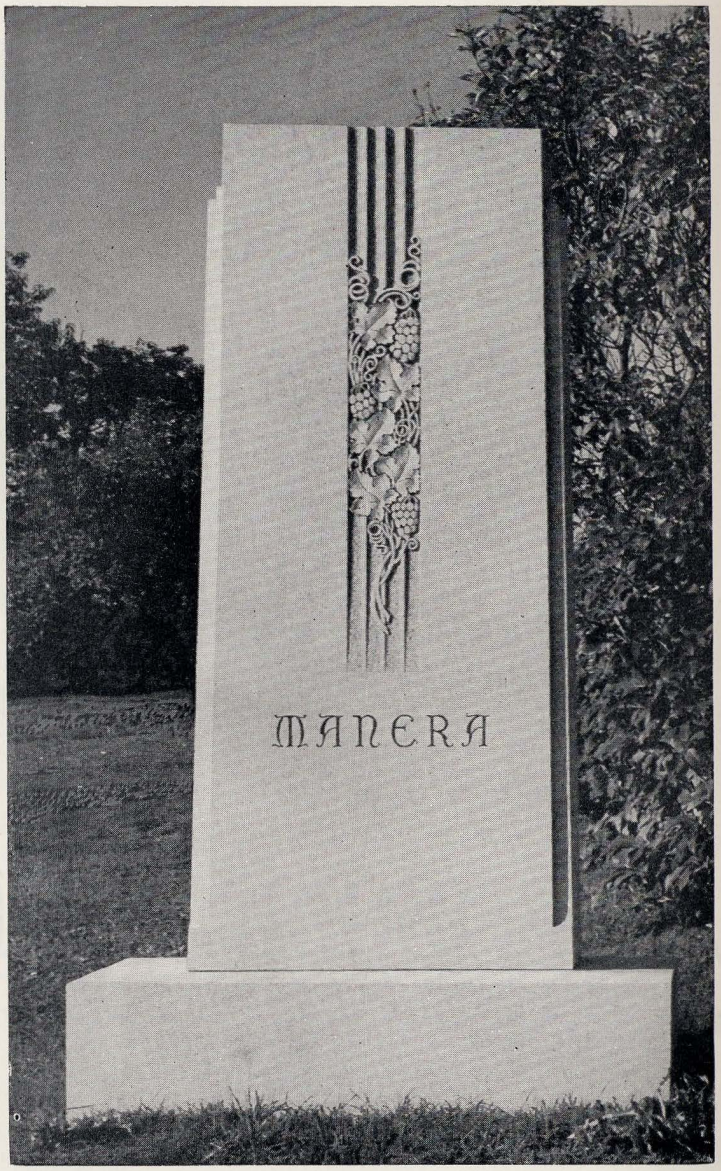
The first step is the accumulation of the $500,000.00 annual fund with which to finance the program. I have suggested to your marketing committee that one monument retailer out of every five be appointed on a regional basis to go over the details of the program with the group and secure their cooperation and financial participation. Your committee has set a figure of $300.00 per year for each retailer's five year pledge. This should be sufficient to meet the $500,000.00 goal, yet not be too high for any establishment large enough to have an interest in the future of its business.

Moneys and pledges are to be held in a separate fund by the national association, specifically earmarked for the national advertising program only, and are to be administered in the name of the American Historical Monument Society. During the convention, pledges can be made at the American Historical Monument Society Booth, Howard McCardy, and he will be very glad to see everyone of you.

After the convention, pledges can be made by mail upon a form which it has been recommended the marketing committee prepare for mailing, along with details of the program, to every monument dealer in the country.

May I repeat, however, that it is my sincere hope that everyone here today will consider himself as having a personal responsibility in the program's success. This means making a pledge, yes. But it means more than that. It means making the pledge here and now while you are at the convention, without waiting to be called upon or asked. It will not only save the committee's time for contacting those who are not at the con-

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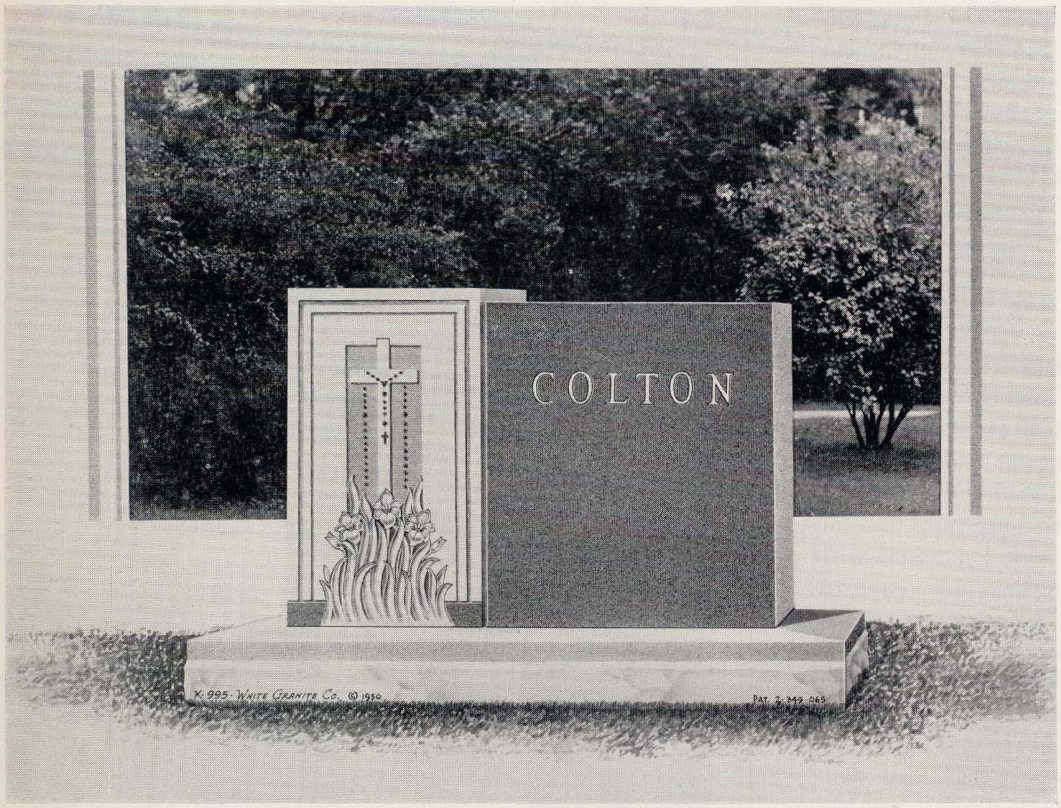
Copyrighted Design, Barre Granite Association

"The Manera memorial is an outstanding example of designing for the tools of modern production. The flutes, checks and offsets add to the beauty of the memorial and lead the eye to the name. The Manera memorial was derived from a design in the Barre Guild Book, which has inspired so many fine memorials in the past decade . . . Another salient feature of this design is the detailing of the ornamentation . . . it is symbolic, has identity and is an integrated part of the design. Surely we can say that monuments such as this are an improvement over similar offerings of yesteryear." *Monumental News-Review, September 1951.*

We produced the Manera Memorial using Wetmore & Morse Barre Granite and it stands in Hope Cemetery, Barre, Vt.

William Saporiti & Co.

BARRE, VERMONT

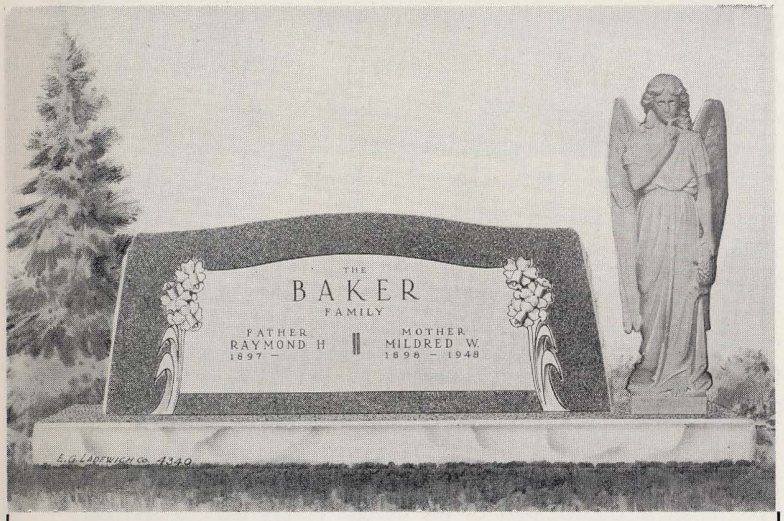


"The Rosary Memorialized"

The Colton design is one of the more than one hundred outstanding, copyrighted memorial and marker designs featuring the patented "White" Rosary which appear in our new three-brochure Sales Kit, *"The Rosary Memorialized."*
Write now for details and we will tell you more about the *extra meaning* and the *extra appeal* imparted to memorials of the religious type by the "White" Rosary.

COPYRIGHTED DESIGN—U.S. Patent No. 2349065—Canadian Patent Applied For

WHITE GRANITE COMPANY BARRE, VERMONT



FREE DESIGNS!

Our outstanding set of Series "A" Designs, featuring four statue monuments for granite or marble, is now available to retail dealers *free of charge*. Write today and we will gladly send you a set!

In these unsettled times it will also pay you to write us for prices on *all* your monumental needs!

E. G. LADEWICH CO.

37 PARKWOOD BOULEVARD

MANSFIELD.....OHIO

WILLIAM J. ARCHER . . .

Continued from Page 47

vention, but it will also build up the fund now, so that those who are not here will see what a success it is going to be. Furthermore, I hope that if the committee decides to select representatives for contacting every five monument dealers in the country, they will not have to seek men out, but will in every case be able to appoint a volunteer who is willing to take on the job and who tells the committee about it.

I could go on. I have suggested that the committee develop a form letter that every dealer here, after making his pledge, could send to five or more of his friends, advising them that he has pledged his $300.00 annually, telling them why he did so and asking them to do the same.

It has been suggested and accepted that once the program is under way, all of the sales helps that Mr. Roche has suggested will be available only to those who have participated financially in the program. This is a very important point and I wish to emphasize it. There are going to be those who say why should I contribute when somebody down the street or somebody next door is not contributing? What am I going to get out of this program? Well, it is one of those things. I imagine in any such program of this sort, you are always going to have those who will want to go along for the free ride. It is a question of all hanging together or hanging separately. It is a question basically of everyone getting in and contributing and not considering what the man next door is going to do or going to get out of it in the way of free goods, but one point is clear, that all of the sales helps that Mr. Roche mentioned in his talk will be exclusively sent to those monument dealers who

have contributed to the program.

Well, I could go on for some time, as I said before, but I think probably most of the remaining points are things that are going to be covered for you by your marketing committee as time goes on and as the program develops. After all, as I said in the beginning, I am now only an outside observer. I have promised that I would come and talk to you today before I made my present connections with Armour & Company and I sincerely wanted to keep that appointment. One cannot spend as much time as I have in working within an industry and with its people without having a real and genuine interest in the industry's welfare. No longer being in the consulting business, I more than likely will not have the opportunity of addressing you again, but I will continue to be watching what you do and wishing you all the very best of success.

There is one other announcement about raising the advertising fund that I think I ought to make at this time, but it is an announcement that is entirely superfluous. It has been recommended that in the event at least $300,000.00 annually is not raised, then all the pledges and moneys will be returned. Please forgive my mentioning it. I know that such a circumstance will not come to pass.

Thank you all very much and the very best of luck to you

J. P. ROCHE . . .

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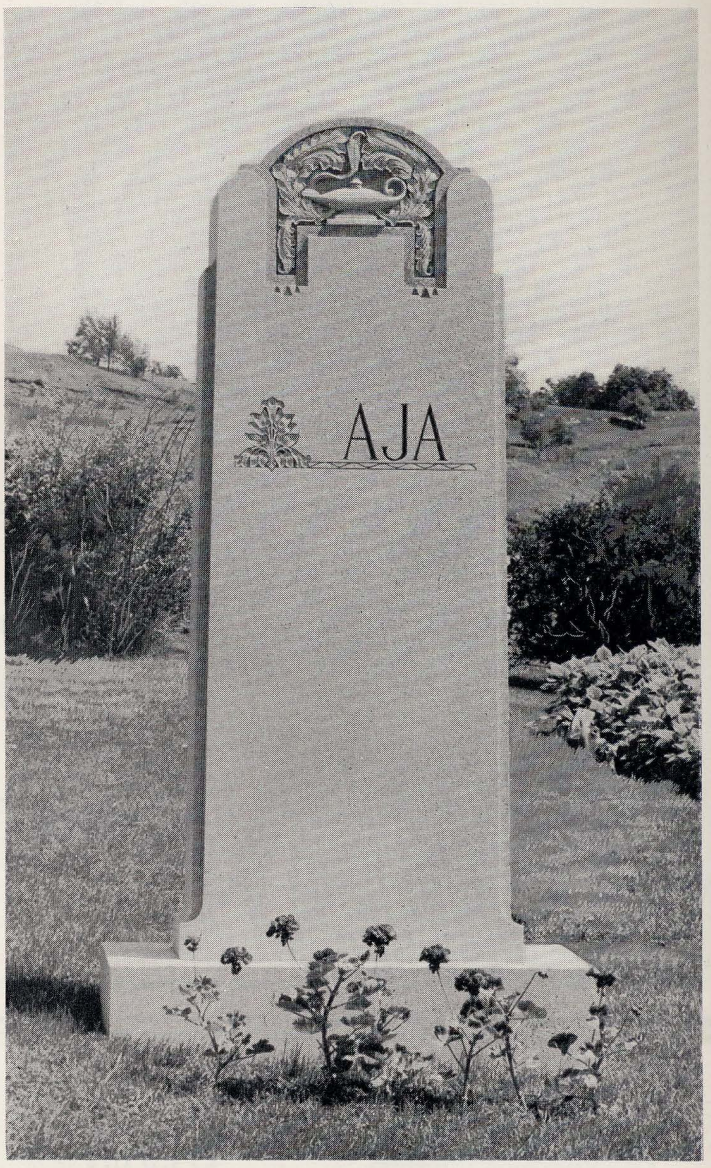
again this salesman says I will take on the job of calling on those families and I will do it in the most economical fashion for $10,130.00 for a full page in four colors.

The next publication that we have is the Ladies Home Journal. Everyone knows I think two things so far as your industry is concerned. One is that statistics have proven women survive men and emotionally women are much more sentimental than men. So we have selected the Ladies Home Journal to cultivate that particular group of ideal prospects for the purpose of monuments. The Ladies Home Journal is not the only excellent service book that reaches this field. We could have taken McCall's and Women's Home Companion or Good Housekeeping. They are all excellent books. It so happens, however, that the advertising of the United States has selected the Ladies Home Journal as the first medium in the field, because it has the top circulation of 4,500,000 and the Ladies Home Journal is going to do this job of calling on that number of people repeatedly, either in the form of half page black and white presentations and the full force of the color page and they are going to do that job for this association.

In our next slide we have the Pathfinder, which I have already told you concentrates its power in towns of under 25,000 and, frankly flanking it, we have the Country Gentleman. You know how difficult it is to go out and call on the farm trade. They live in places which are very largely separated, so far as distances are concerned, and they are frequently at work in the field and yet here is a salesman who has found out how to reach those people and not only reach one of them, but reach 2,226,000. So we are supplementing the small town coverage of Pathfinder with the more intensive rural circulation of the Country Gentleman and further than that, on the next slide, we are showing the Farm Journal.

Here again we are in the woman's field. There are two publications you can absolutely shut your eyes on and decide which one you are going to use and it will not make much difference, but we have so divided our schedule that we are

[*Continued on next page*



A "Monument of the Year" erected in Hope Cemetery, Barre, Vt., in 1951.

" . . . Note how the crest contours here harmonize with the ornamentation and relieve the feeling of severity so common to much of our production work. The detailing of the carving . . . is particularly noteworthy on the Aja monument, as is the ornamentation and lettering, where once again the short name problem is effectively answered by good design." *Monumental News-Review, September, 1951.*

- A LARGE STOCK OF SLABS -

- All Dimensions - Dark and Light -

- ALWAYS AT YOUR DISPOSAL -

Inquire about Our Specialties—Sawing, Polishing, Steeling

R. SIERRA GRANITE CO., Inc.

Barre, Vermont



NOTHING BUT THE FINEST . . . .

IN GRANITE

IN POLISHING

IN FINISHING

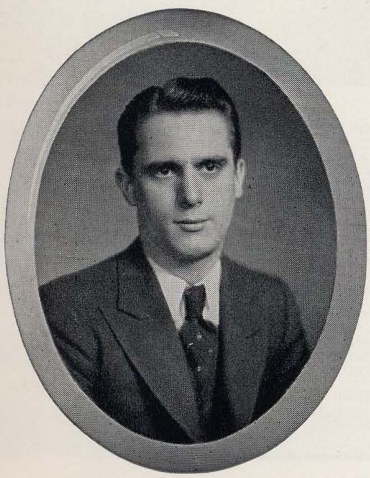
IN CARVING

IN SERVICE

"First Quality" is both the rule and the reputation for all work processed in our exclusive, distinctive stocks — Variegated Agate and Imperial Mahogany. Whatever the job — marker to mausoleum — we're ready to do it excellently, promptly and reasonably.

MINNESOTA GRANITE INDUSTRIES, INC.

DELANO, MINNESOTA



STOLA MONUMENT PICTURES

memorial pictures that last forever fired in porcelain enamel on copper base

with or without

MONEL INVISIBLE FASTENER COVERED BRONZE CREST

all sizes available—send for illustrated catalogue

OAK PARK CERAMIC COMPANY

John O. Stola

6336 ROOSEVELT ROAD

OAK PARK . . . . . ILLINOIS

J. P. ROCHE . . .

Continued from Page 49]

using both of them on alternate months. For instance, the Country Gentleman in January and the Farm Journal in February and alternately throughout the year, so that every month in the year the monument builders would be talking to that farm group.

Now, as you get down in population, it seems to us that that is the last stronghold of the memorial ideal, because community consciousness is very slow. You know what your neighbor is doing. You get in a city the size of Chicago and it is very difficult to tell whether the people in the apartment next door or the house around the corner have seen fit to place any memorials on the resting place of their dead, but it is different in the small communities.

For example, I have a little farm in Michigan and I was over there last Saturday when a neighbor died and you could see how the whole community was immediately embraced in the death of that particular person. Everybody came in and everybody removed the furniture out of the house and placed it in the barn, because there was no local undertaking parlor. Everybody followed the hearse to the grave except a few who stayed behind in order to take the furniture out of the barn and put it back into the house. Everyone of those people knew everyone of his neighbors and it is fair to say that everyone of them is going to be conscious whether or not they have seen fit to place a memorial on their departed, but how much more insurance there would be for a memorial to be placed on the departed's grave if each month of the

TRUE MEMORIALIZATION

We manufactured the Old Brick Reformed Church Memorial for Daniel A. Ardolino (who can be seen to left of the tablet) of Long Branch Monument Co., Inc., (N.J.) His letter, quoted below, ably tells this story of "True Memorialization":—

"Mrs. Ida M. Keynton of Miami, Florida wanted to do something for this quaint historical Brick Church Yard at Marlboro, N. J. In this cemetery, dating back to the Pre-Revolutionary Period, among other burials are her predecessors, the Schenck Family. In considering what could be done for the Church, other gifts were considered, such as a heating system, etc. It was finally decided that a lasting tribute would be an imperishable tablet recording the two hundred year history of the Church. Photographs of the Church were referred to and certain structural features were followed in designing the memorial. Elaborate dedication ceremonies with several thousands attending were held on August 15th. The Crest is an exact replica of the Dutch Reformed Church Coat of Arms; on the rear of the Memorial are inscribed the names of the deceased parents of Mrs. Keynton."



Memorials with Bonded Guarantee

BUTTURA & SONS

"Better Built Memorials"
REG. U. S. PAT. OFF.

BARRE, VERMONT

year, you were addressing not only that community, but every similar community in the United States, and an audience in the sum total of over five million people.

Now, if you will regard these magazine covers as salesmen, that will give you the full force of what an investment of $260,000.00 in rough figures would buy for five years and remember that investment will increase in geometric proportions as you advertise the second, third, fourth and fifth year.

Now, this balance between the actual space cost of $259,000.00 and the total of $300,000.00 which we regard as the absolute minimum for the association effort has been allocated for memorial costs, that is, the cost of preparing the advertisements themselves, either in black and white or color and also for the corollary activities, which I will explain to you after I have finished this detail on the schedules themselves.

Now, let us move to the schedule that calls for a total spending of $500,000.00 with a space allocation of $449,000.00 and a reserve of $500,000.00 for mechanical and other help. We don't have any great number of additional magazines in the case of this schedule. We only have added one starter and that is the American magazine. This magazine is in the monthly field, as you know, and you have magazines like the National Geographic, Cosmopolitan, Red Book and the American. The American magazine we have selected for this particular campaign out of those monthly magazines because it represents a contact with the entire family group.

In other words, it has been edited primarily and particularly for the entire American family and 2,590,000 say this is

[*Continued on next page*



For FUSSY LETTERING Use Our DELUXE ROMAN Alphabets

ALPHABETS

Size	Each	Alphabet	Alphabet and 14 Extra Letters
1″	$0.31	$ 8.99	$13.33
1¼″	.35	10.15	15.05
1½″	.39	11.31	16.77
1¾″	.43	12.47	18.49
2″	.47	13.63	20.21
2½″	.61	17.08	25.62
3″	.75	21.00	31.50
3½″	.89	24.92	37.38

Alphabet prices in sizes 1″ to 2″ include 29 letters, & sign and a center period
2½″, 3″, 3½″ sizes include 29 letters ONLY

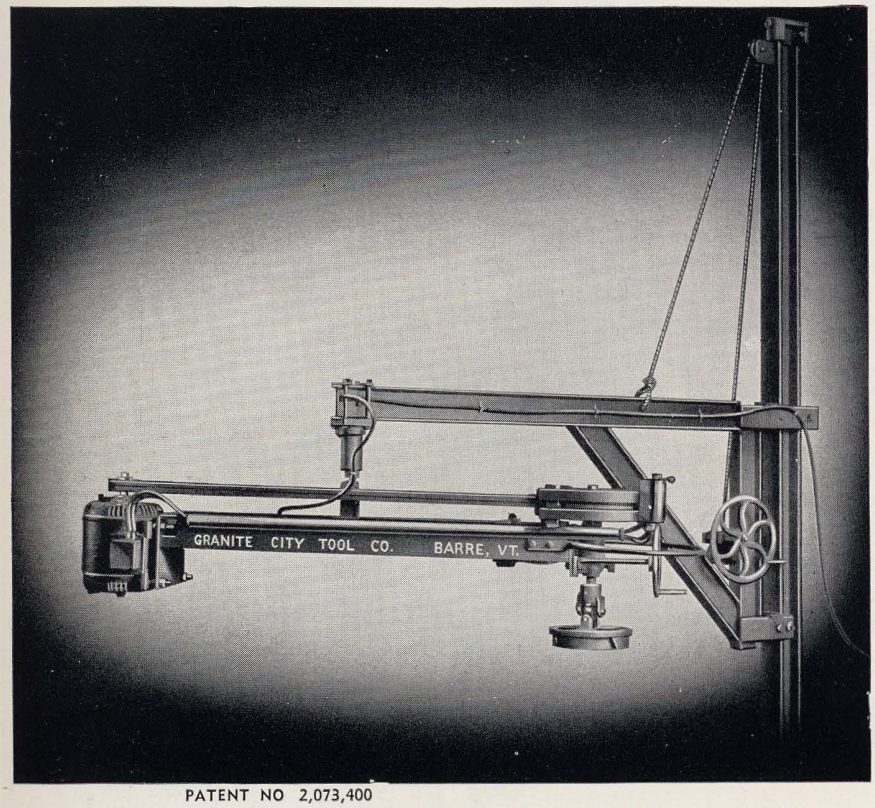
NUMERALS

Size	Each	Set
¾″	$0.27	$2.70
1″	.31	3.10
1¼″	.35	3.50
1½″	.39	3.90
1¾″	.43	4.30

Choice of a dash 3″ long or 4″ long with each set of numerals

SPACERITE COMPANY
56 Berlin Street WOLLASTON 70, MASS.

Do You Want to Polish Granite And Make Money Doing it?



PATENT NO 2,073,400

GRANITE CITY POLISHERS

Save Time
Save Labor
Increase Output

•

Made in Four Sizes To Suit Plants Both Large and Small

•

TWO SPEED POLISHING MEANS TWO-FOLD SAVING

•

everything for granite

GRANITE CITY TOOL COMPANY
Everything For Granite

ELBERTON **ST. CLOUD** **BARRE**



"Last Supper Design"

The above is an actual monument, photographed in our plant just before it was boxed for shipment. Your inquiries are invited.

USLE & PEROJO GRANITE CO.

Barre, Vt. BARRE GUILD

"Supreme Quality Memorials"

Manufactured in Select Barre Granite and Dominion Pink Granite

J. P. ROCHE . . .

Continued from Page 51

the magazine that they want to have come to them every month.

The main difference between the first one and the campaign calling for $200,000.00 additional spending is that we have increased the number of insertions in the magazines originally chosen and we have added a decided element of color, replacing in many instances the black and white insertions scheduled on the original budget.

The Saturday Evening Post in this case would receive 10 insertions. There would be two pages in four colors and all of the half pages would be in four colors.

The American magazine, the newcomer to the list, would be used eight times with two pages in four colors and the remaining six in two-third pages of black and white.

The Ladies Home Journal, similar to the Post, would receive two pages in four colors and all of the remaining insertions would be half pages in four color.

Pathfinder, we would have two pages in four colors and the remaining insertions in two-third pages of black and white.

Time, two pages of four colors and the remaining two-third pages in black and white.

Country Gentleman, two pages of four colors and the remaining insertions of half pages in black and white and similar schedules for Farm Journal.

Now, in devising a schedule to do a thorough job in advertising, that is much like the development of the ideal bridge hand. You want trump cards for strength and you want plenty



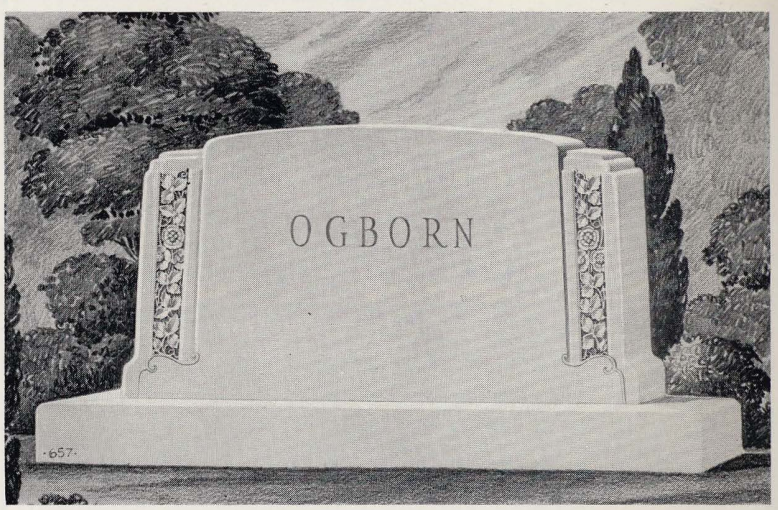
of additional trumps for length and when you get to spending a half million dollars, you can immediately see how you filled out your hand that I showed you first in the $300,000.00 expenditure. You are getting more high face cards and you are getting more valuable suits so that consequently your impressions on the public are heightened in the impact through this continuous impression.

Now, after those schedules are developed, I would like to go a little bit farther and localize the effect of the publication, because very briefly, when a national campaign is discussed and everybody says that is away over my head, as that is national advertising and it does not hit me where I live and help me in my business. So with that in mind, it is probably opportune at this juncture to show you how these publications operate at the local level.

In the first place, let me say that the national circulation of any magazine is the sum total of local readers in any community so a national magazine is really a misnomer in effect, because it is nothing but the aggregate of the families who read it on farms and in towns, villages and metropolitan cities, and so we now know the total ABC circulation of the magazines for $500,000.00 expenditure, or 19 million people, which is the actual number and this is not multiplied by the number of members per family or any other yardstick, but this is taking the sworn ABC circulation of those magazines and the actual number of copies run off and delivered and sold on newsstands.

So that this is the group that you are going to use to try to revitalize the concept as to what the memorial ideal really is.

[*Continued on next page*



The Ogborn Design . . .

. . . One of our newest designs . . . something a little "different" in adornment and the terminal contour treatment . . . a "stock" memorial that you cannot afford to be without . . . dress up your yard or showroom . . . Order Today.

STONECRAFT

WILDBUR GRANITE CO., INC.

Manufacturers of STONECRAFT MEMORIALS

Barre Guild Inspected Monuments BARRE, VERMONT

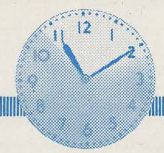


TIME.....
and Experience

Both are indispensable! The artistic work of the expert stone cutter takes years of experience, yet Trowco Carbide Tipped Tools save valuable time and increase his efficiency.

Trow & Holden Co. — with over 50 years manufacturing experience — designed these hand and pneumatic tools to speed stone cutting in *all* grades of work — from simple, every-day jobs to the most delicate craftsmanship. Investigate Trowco Carbide Tipped Tools — reduce cutting costs!

Write for full information TODAY!



Save TIME with "TROWCO" *Carbide-Tipped* TOOLS

TROW & HOLDEN COMPANY
BARRE, VERMONT

Emphasis on DEALER PROBLEMS

DESIGNS

. . . are an important part of our service. Especial attention has been given to designs in the middle price field, especially created for stock sales.



SOUTH BARRE GRANITE CO.
BARRE, VERMONT

J. P. ROCHE . . .

Continued from Page 53]

Now, let us take the sum total of the national and take a few case histories of what it will mean when you break that down at the local level.

This is Story County, Iowa, where Ames is the largest city in that particular county. The Saturday Evening Post puts in a total of 1,959 copies; the Ladies Home Journal, 2,086 copies; Pathfinder, 798 copies; Time, 1,076 copies; Country Gentleman, 1,741; Farm Journal, 1,900; American magazine, 1,107, and if you run that up on your adding machine, you will get 10,667 copies.

The population in the preliminary census of 1950 of Story County, Iowa, was 43,692. Now, if you take the official United States Government estimate that there are 3.67 members in every family, we have a total of 11,905 families in Story County. So if we compare our total circulation of 10,667 with a total family population of 11,905, that means that we have in the circulation of the magazines we have selected, 90% coverage of the families in that particular county.

Ames is a small town in Story County, but let me take another example on a bigger scale.

In 1950, the Saturday Evening Post made a record and an analysis of every person in the city of Pittsburgh who bought a new Studebaker car. The Saturday Evening Post circulation in the city of Pittsburgh is 22,000. The combined circulation of the newspapers published in Pittsburgh is 444,000. The Saturday Evening Post with a circulation of 22,000 contrasted to 444,000 newspaper circulation shows that 85% of the people who bought new Studebakers in Pittsburgh in 1950

THE SMITH MODEL 70-P is powered with a CHRYSLER Industrial Engine—three cylinders for power, three for compression. Delivers continuous, on-the-job compressed air at low cost. Capacity 70 cu. ft. per minute. Evenly spaced power impulses. Has ample reserve power—designed for high compression with large valve area, smooth carburetion. Water-jacketed discharge chamber. Super finished bearings, pistons; long-life stainless steel and bronze compressor valves; sodium cooled exhaust valves. Wearing parts at Chrysler, DeSoto, Dodge truck dealers.

Write for Literature and Prices!

OTHER STATIONARY AND PORTABLE COMPRESSORS UP TO 110 CU. FT. CAPACITY.

The Smith R-60 Compressor—famous the world over for low cost! Effective in frozen ground. Cap. 60 cu. ft.—uses 1 gal. of gas an hour. Ford Motor, standard parts. Automatic unloading and idling. No couplings, belts or gears.



GORDON SMITH & CO. 470 COLLEGE STREET • BOWLING GREEN, KY.

were readers of the Saturday Evening Post.

There is an amazing example of how selective that magazine circulation is and how it ferrets out the people who have the ability to buy; how it puts the searchlight on the people who are your best prospects and best customers.

Now, we move to Fresno County, California. We won't go into details on this. You are familiar with the formula we are using and you will see there are 74,724 families there with a circulation of the magazines of 39,352 or again the national magazine comes to bat with 53% coverage of all the families in that county.

Erie County, Ohio, we have 14,213 families. We have a circulation of 9,102 in this city or 64% of coverage.

This is the last example and I could go on endlessly, but I don't need to, but I want to tell you how effective these operate at the local level. 63,798 families and we have a circulation of 40,925, or a 64% coverage.

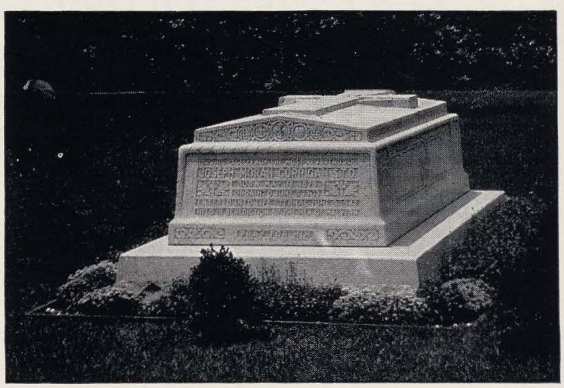
Now, to carry further how this advertising campaign would operate, it is obvious that it should be taken at the focal point for continued aggressive effort on the part of each retailer in his community.

So one of the first things that would be done, if you were to decide to make either the $300,000.00 or $500,000.00 expenditure would be to issue a dealer manual which would inform each and every member of the association what the campaign was, what the purpose was and give reprints of the advertisement, the schedules, the date of their appearances, and the story of their circulation, and we would have to deal primarily with two very important things, first of all, the establishment of an association seal, the seal of security, or whatever you want to call it, and an identifiable trademark that would be introduced in each of these advertisements and you would tie up with them by displaying that same emblem in all of your windows, in your newspaper advertising, on your signs or anything that would be able to identify you in your particular community as the retailer who

[*Continued on next page*

PLEASE MENTION MONUMENTAL NEWS-REVIEW WHEN ANSWERING ADVERTISEMENTS

THE HARRIS GRANITES
from Salisbury, North Carolina
BALFOUR PINK
CAROLINA PINK
CAROLINA MODIFIED PINK
THE HARRIS GRANITE QUARRIES CO., INC.
Quarries, Shops and Executive Offices
SALISBURY, NO. CAROLINA



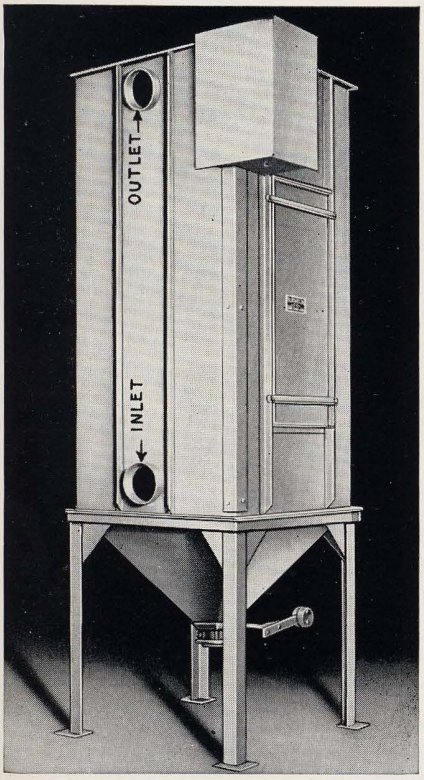
Leading retailers throughout the country acclaim the beauty and high quality of Harris Granites. That this confidence is well placed is evidenced in the skilfully carved Joseph Moran Corrigan tomb with its religious symbolism. It was cut from Balfour Pink Granite in our plant for Edward A. Carroll Company, Bala-Cynwyd, Pennsylvania.

Eastern Representative
WHITEHEAD & KLOCK
101 Park Ave., New York City

Western Representative
J. K. BATCHELDER
Dixon, Illinois

Specify Harris Granites for Memorials of Distinction

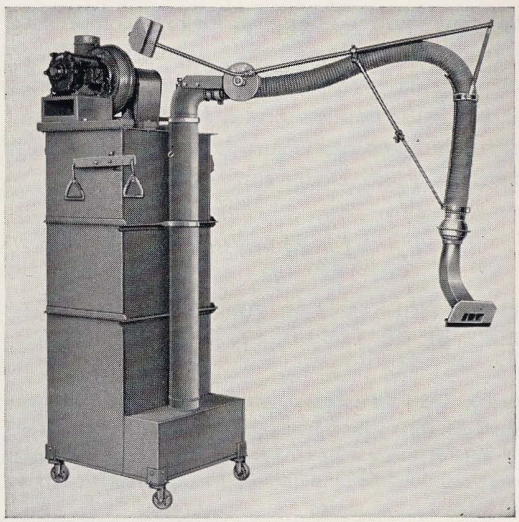
RUEMELIN Dust Control Equipment



ASSEMBLED FILTER
Also made in larger sizes

RUEMELIN Cloth Type Dust Filters are designed for easy installation. Fan draws dust-laden air through dust chamber. Accumulated dust is removed to hoppers by hand or electric bag shakers. Filter efficiency is 99.8%. Can be placed outside your plant to conserve needed floor space. Built in many sizes for handling sand blast rooms, bankers, or surfacers.

Portable Banker Dust Collector, shown at right, combines a cloth bag filter chamber with our banker flexible hose and inlet hood. Mounted on steel wheels. Easily moved about. Can be equipped with 1 H.P. or 1½ H.P. motor-driven fan mounted on roof. Practical for many shops.



PORTABLE BANKER
DUST COLLECTOR

Write for literature.

RUEMELIN MFG. CO.

3844 N. Palmer Street **Milwaukee 12, Wisconsin**

Manufacturers of Complete Sand Blast Equipment, Banker Dust Collectors, Surfacer Dust Collectors, Cloth-Type Dust Filters, Abrasive Elevators, Curtains, Steel Rooms, and Compressed Air Dryers.

Where SKILL Counts!



And nowhere is **skill** more important than in the design and manufacture of Fine Memorials in Eternal Granite! On all your standard requirements see Green Valley first!

SKILLED PRODUCTION WORK OUR SPECIALTY

GREEN VALLEY GRANITE CO.

BARRE, VERMONT

J. P. ROCHE . . .

Continued from Page 55

is tied up with this national effort.

The next thing would be the preparation of a complete booklet which would be offered in each of these advertisements to the reader. That would be a much longer and more effective story than you could hope to give in any one individual advertisement. That would deal with such things as to why you should use monuments; the benefit of them and how monuments can meet all incomes and requirements and how and when to select monuments, the story of the emblem, integrity of the dealer and his service. What makes a good monument to fit your needs, type, design and the requirements and ethics of the members of the association, and in other words, it would put the members on an entirely different grade and level in the standing of the community.

Then there would be given as well a series of newspaper advertisements for your own insertion at your local rate and those would be the sizes that our experience has indicated are most effective for general newspaper use and you would get a number of those so any time you wanted to advertise and you had a contract with your local newspapers for insertions, you would always have effective material to place in your local newspapers over your own signature prominently displaying the emblem of security of the association.

Then there would be letters written for you, letters for every person, direct mail followup and solicitations and acknowledgement of orders and everything of that type, again written perhaps a little more effectively than each individual might sit down and compose himself.



Erected by August Hoefner at Elmhurst, Illinois

- - USE DIXIE BLUE GRANITE for your monuments large or small, for your complete satisfaction - -

DIXIE GRANITE COMPANY

QUARRIERS . . . SAWYERS . . . POLISHERS . . . BUILDERS OF FINE MONUMENTS

ELBERTON . . . GEORGIA

Then there would be radio transcriptions which would be effectively produced and supplied. You can buy time on your local radio station at relatively low cost. The question frequently arises if I buy the time, how will I fill it? This would show you how to fill it, because all you have to do is take the platter to the station and say run this. That would be another help that would be tied up with the national displays and reprints of all of these ads that you could use in your place of business, posters and decals to place on your window and outdoor signs of whatever nature the association could buy in quantity and sell to you individually at a favorable price. Undoubtedly, a much better display sign than you could produce yourself locally would be furnished.

Then there would be publicity supplied to you and suggested releases that you could turn over to the newspapers simply by filling in the names of the individuals. Then three or four times during the year, there would be house organs if you want to call it that on the subject of advertising, showing how to get the most out of it and how to extract every last dime out of your investment by putting every phase of it to work for you in your local community.

Then it would be very easy to supply suggestions for reminder advertising, that is, something to place on a person's desk such as a stone paper weight or a slide viewer to be supplied and purchased by the dealer where he could put in effective color photographs and show them to his prospects. That is a very simple idea, but it enables a man or woman to sit there at his desk or your desk and view these slides.

In addition to that, there would be merchandising ideas,

[*Continued on next page*

J. O. BILODEAU & CO., INC.

BARRE . . . . . VERMONT

Manufacturers

of

GUILD INSPECTED

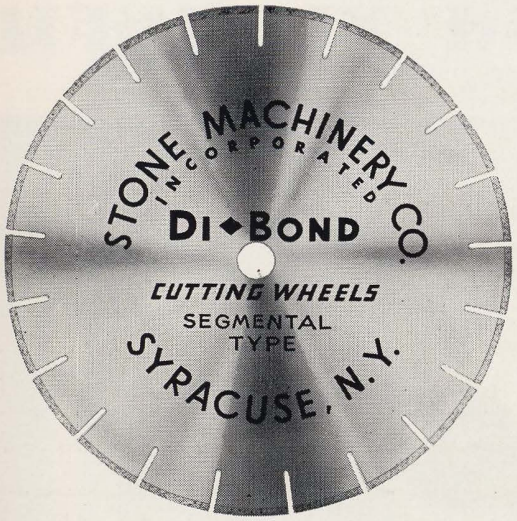
Paragon Memorials and Markers

in

BARRE GRANITE

Modern plant, equipped with gang and rotary saws and other latest granite working machinery—over 50 years of experience.

We invite your inquiries



Stone DI-BOND DIAMOND CUTTING WHEELS

Cut Faster and Cleaner

When you use Stone Di-Bond Diamond Cutting Wheels, you get these very definite advantages:

1. Cut 5 times faster than abrasive wheels.
2. Virtually no breakage of wheels.
3. You get clean, knife-like edges.

It costs you less per square inch when you cut with Stone Di-Bond Diamond Wheels.

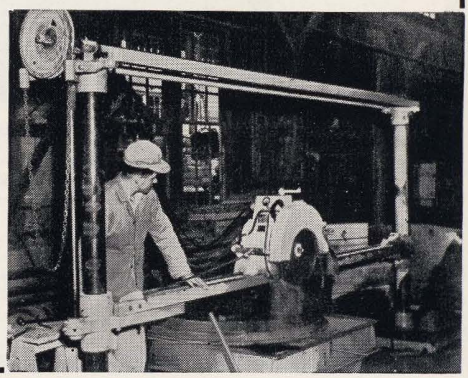
THE STONE SAW

Cuts Your Fabricating Costs

Used for cutting, ripping, jointing and moulding work, the Stone Saw will materially reduce your shop costs.

Write today for further information on the Stone Saw and Stone Di-Bond Diamond Wheels.

STONE MACHINERY CO., INC.
BOX 1363 SYRACUSE 1, N.Y.



When You Want BETTER MEMORIALS it's BURKE BROTHERS

Established 1892

Barre, Vermont

BARRE GUILD

J. P. ROCHE . . .

Continued from Page 58

suggestions, short talks to make at luncheon clubs or schools. You are going to have to start sooner or later and cultivate the oncoming generation, because they are very much in the dark about memorials today. In other words, you will have to inculcate in them the idea that monuments are something other than stones which they drive by at 50 miles an hour on a country highway.

All of those ideas, how to take a photograph and present it in a neat album after the monument has been erected; how to prepare a consumer sales portfolio; an attractive catalog showing the type of monuments available, pictures of different types and styles, and then a sales manual giving continuous and constant information on the latest methods of selling monuments.

I told you this was going to be a dull talk and I hope it has not been too dull, because from my standpoint, it is of very vital concern to everybody in this room. The funny part about this whole situation is that every member of this association is dealing with one of two inevitables in life, the old gag that we face two inevitables, death and taxes.

So the fashion in death is not going to change; people are not going to stop dying, but the fashion in commemorating the death of people can change very readily. You have seen transportation go from the railroads to the airplanes and you have seen the movies, 465 of them close in Chicago in one year. The movie houses are closing, but on the other hand, they are moving outdoors. On all four sides of South Bend there is a brand new drive-in theater with an investment of $75,-

000.00 to $150,000.00 for each one of them.

In other words you have seen it go from the radio to television and you have seen television grow so rapidly that it has taken your breath away. Now, the thing that you are dealing with is that the fashion in death is not going to change. There is not anybody in business today who has the same sense of security in the commodity that he is selling basically for death. There is not anybody who has that security that you have, but if you do not do something to make certain that the method and fashion of commemorating that "passing away" is stimulated and if you don't buy an active force of spokesmen who are going out and telling this story repeatedly and constantly, then you may face a peril far greater than any that has been discussed so far at this convention.

So in closing I would just like to say again what I said at the St. Paul convention and that is that it seems to me there is a golden opportunity today for the industry that is based on the identity of the dead in fitting memorials to do something constructive and aggressive in establishing its own identity with living Americans. Thank you very much.

STATE AND REGIONAL WINTER CONVENTIONS—PARTIAL LIST

Some dates and places have been selected for winter conventions by representatives of state and regional monument groups. Those which have been decided upon firmly are printed below.

New York State Retail Monument Builders
Syracuse, New York
January 10 and 11, 1952

New England Monument Dealers' Ass'n
Boston, Massachusetts
Hotel Kenmore
January 20, 21 and 22, 1952

Monument Builders of Pennsylvania, New Jersey, Maryland, Delaware and the District of Columbia
Harrisburg, Pennsylvania
Hotel Penn Harris
January 27, 28 and 29, 1952

Monument Builders of Wisconsin
Milwaukee, Wisconsin
Plankinton House
February 1 and 2, 1952

Northwest Monument Builders
Minneapolis, Minnesota
Curtis Hotel
February 5 and 6, 1952

Monument Builders of Ohio
Columbus, Ohio
Deshler Wallick Hotel
February 24, 25 and 26, 1952

JOSEPH L. MATHIAS NAMED PRESIDENT OF WESTMINSTER, MD., BANK

It has been recently learned that Joseph L. Mathias, prominent both as a memorialist and a civic leader in Westminster, Maryland, has been named President of the Westminster Trust Company. This firm is the result of a merger, which took place in July of this year, of the Westminster Deposit & Trust Company and the Union Mills Savings Bank. We add our congratulations to those of the many friends of Mr. Mathias in the memorial industry.

GLOBE GRANITE CHAIN SAW

Fernand Perrier Perfected After Many Years of Experiments The Chain Saw

FAST CUTTING - LOW COSTS

REPRESENTATIVES for the UNITED STATES, CANADA and SOUTH AMERICA:

Globe Marble & Granite Corp.

Chatham Phenix Building 29-28 41st Ave., Long Island City 1, N.Y.

Rag. Sergio Dunchi Marble Works

Viale XX Settembre, 13
CARRARA . . . . ITALY

DE VOE GRANITE COMPANY

QUARRIERS AND MANUFACTURERS
P. O. BOX 162-116 WAUSAU AVE.
WAUSAU, WISCONSIN

LAWSON is always ready to serve you, direct, or through our
EXPERIENCED REPRESENTATIVES

MERLIN S. PRICE
3721 Gwynn Oak Ave.,
Baltimore, Maryland
(Eastern Pa., Md., Dist. of Columbia)

CECIL M. TAYLOR
953 W. Church St.,
Elmira, N.Y.
(New York and Pennsylvania)

L. FRED CARY
88 No. Roosevelt Ave.,
Columbus 9, Ohio
(Ohio, Ind., Ill. & Western W.Va.)

ALEXANDER DiMATTEO
39 Forest Road
Cape Elizabeth
S. Portland, Me.
(Me., N.H., Mass., Conn., & R.I.)

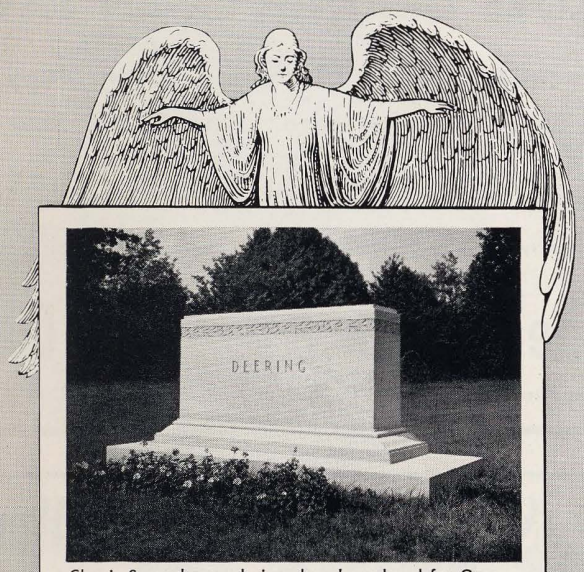
HERBERT F. BOWLER
Box 803 Chestnut
Union, N.J.
(N.J. & Metropolitan N.Y.)

Your inquiries are always welcomed

Albert Gherardi, Proprietor

LAWSON GRANITE COMPANY, Inc.
BARRE, VERMONT
BARRE GUILD

A SYMBOL OF SUPERIOR DESIGN



Classic Sarcophagus designed and produced for George E. Morrison and Son, South Portland, Me., erected in Laurel Hill Cemetery, Saco, Maine. John McCallum, Supt.

Where there is need for Superior Design, excellence of materials and workmanship, the call is for Guardian Memorials.

GUARDIAN MEMORIALS

of Everlasting Beauty

REG. U. S. PAT. OFF.

JONES BROTHERS COMPANY, INC.

10 HIGH STREET, BOSTON • BARRE, VERMONT



GRASS MARKERS

HUNDREDS IN STOCK READY FOR FINISHING AND PROMPT SHIPMENT.

VARIEGATED AND CLEAR MAHOGANY

CARVED OR UNCARVED

PRICED TO SELL

CENTRAL MINNESOTA GRANITE WORKS, INC.

25 Wilson Ave. N.E. — St. Cloud, Minn.

You'll make a

BIG SPLASH

by featuring

in your display

STELLAR MEMORIALS

ELMER K. FAGERLUND HEADS QUINCY GRANITE INDUSTRY RED FEATHER DRIVE

We are indebted to Mr. Charles A. Bates of the Bates Supply Co., of Quincy, Mass., for the following information taken from a clipping which he kindly forwarded to us recently:

"Elmer K. Fagerlund, World War II veteran and vice president of the Granite Manufacturers association of Quincy, today was named as voluntary chairman of the group of the industry and finance division in this fall's Quincy 1952 Red Feather campaign.

"Included in this group are 50 granite firms doing business in Quincy. . . .

"A native of Quincy, Mr. Fagerlund is the son of Mr. and Mrs. K. W. Fagerlund, of 115 Greenleaf Street. Mr. Fagerlund, who is known to associates as 'Mike,' is a graduate of Coddington school and of Quincy High school, class of 1935. He played on the Quincy High school basketball team which was in the Tech tournament in 1934 and in 1935.

"Following his graduation from Boston University, where he majored in business management, Mr. Fagerlund went into business with his father in the National Granite and Polishing Company, 2 Sampo Place, Quincy.

"While at college he was a member of the Officers Reserve Corps and was called into active service in World War II during April of 1941. He went into the Army as a second lieutenant and later was promoted to captain in December of 1944. A member of the famous 26th Yankee division he served in France, Luxembourg, Germany, Austria and Czechoslovakia.

"Captain Fagerlund commanded a company in the 101st Infantry regiment which was cited for participating in a night attack against an enemy-held town which was so well executed that the town was captured without loss of a man and without firing a shot.

"Captain Fagerlund also was with Patton's Army during the break-through at Paris. He was wounded in October, 1944, and later was awarded the Purple Heart.

"Upon his return to Quincy in 1945 he again became associated with his father in the granite business.

"Mr. Fagerlund is married to the former Norma Karlstrom of Quincy. They make their home at 56 Endicott St., So. Quincy. They have two daughters, Martha, three, and Edith, one. . . .

"Mr. Fagerlund's appointment was announced by General Chairman Paul E. Hurley. He will work with Robert R. Thompson, vice chairman of the campaign in charge of the industry and finance, mercantile, and navy and shipbuilding divisions, and Harold J. Moye, chairman of the industry and finance division."

INVESTIGATE
THE POSSIBILITIES
OF STOCKING

BARRE GUILD

STELLAR MEMORIALS

QUALITY · DEPENDABILITY · PROMPT SERVICE

NEW YORK STATE REPRESENTATIVE:
AARNE BISHOP
59 TANAGER LANE,
LEVITTOWN, L.I., N.Y.

J. Revilla
GRANITE CO.
BARRE, VT.

INSCRIPTION "KOREA" TO APPEAR ON MILITARY HEADSTONES

Headstones of men killed in the Korean conflict and buried in national cemeteries are to be inscribed with the word "Korea." This is reportedly according to a directive by President Truman.

The headstones of Korean dead now bear no notation of service in that conflict because regulations provided that inscription should be made only for service in a "war." There never has been any formal declaration of war in Korea.

The Defense Department has announced, according to reports, that the word "Korea" will be inscribed on markers of all men killed in that country who have been buried in national cemeteries. This is to apply to stones either already set or to be placed later.

National cemetery regulations prescribe that the inscription on government headstones may contain the name, date of birth and death and abbreviations of military awards held, a religious emblem and "the war in which service was rendered."

Such regulations do not apply to the graves of servicemen in other than national cemeteries. There the relatives can inscribe whatever they desire on the private headstones.

Headstones in national cemeteries are provided by the government.

PORTRAIT BUST OF WARREN R. AUSTIN DISPLAYED AT BARRE SCHOOL OF MEMORIAL ART

The Rutland, Vt., sculptor, Herbert Thayer Bruce, reportedly has brought to the Barre School of Memorial Art, Barre, Vt., his portrait bust in clay of Warren R. Austin, United States Ambassador to the United Nations.

The figure, commenced nearly a year ago, was recently seen by Mr. and Mrs. Austin at their home in Burlington. A few corrections were suggested and these are to be made in Barre.

After approval by Ambassador Austin, or his immediate family, the figure has been accepted by Governor Lee E. Emerson for the state of Vermont as a gift from Mr. and Mrs. Bruce.

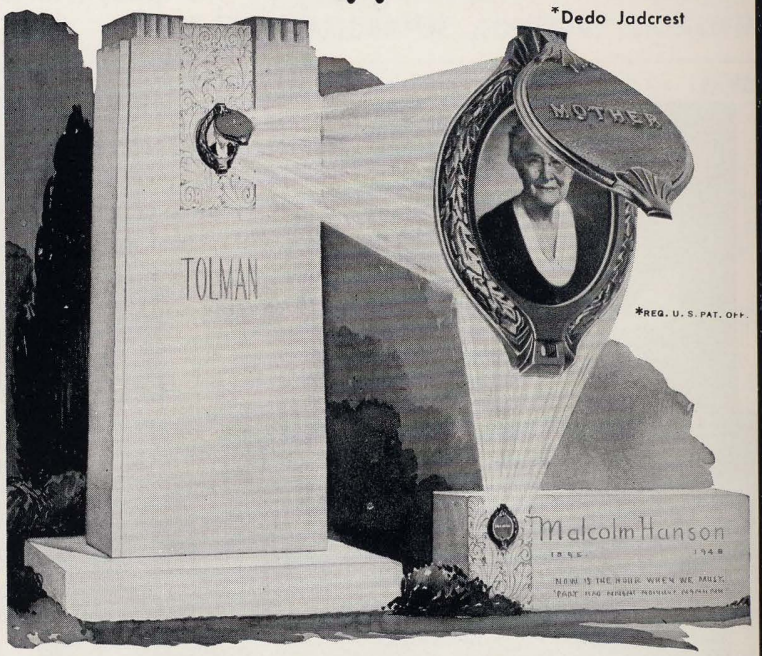
The figure as originally accepted will be finished in an "art stone" treated with bronze enameling. Later it will be cast in bronze, as reported.

EPIC EPITAPHS:

One widow was very grief-stricken and gave a stone-cutter a slip of paper with the message she wanted inscribed on her husband's stone. Instead of making two separate lines he ran two sentences together with not even a comma separating the thoughts so that the epitaph read:

"Thou art at rest 'til we meet again."

DEDO MONUMENT PICTURES
— Applied Sentiment



With Finest Artistic Treatment—
54 Years of "KNOW-HOW"

Catalogues on Request

J. A. DEDOUCH Co., Inc.
608 HARRISON STREET
OAK PARK, ILLINOIS

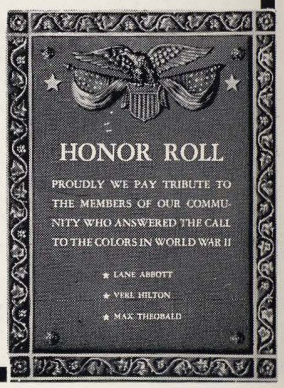


STEP UP YOUR
OFF-SEASON SALES
With
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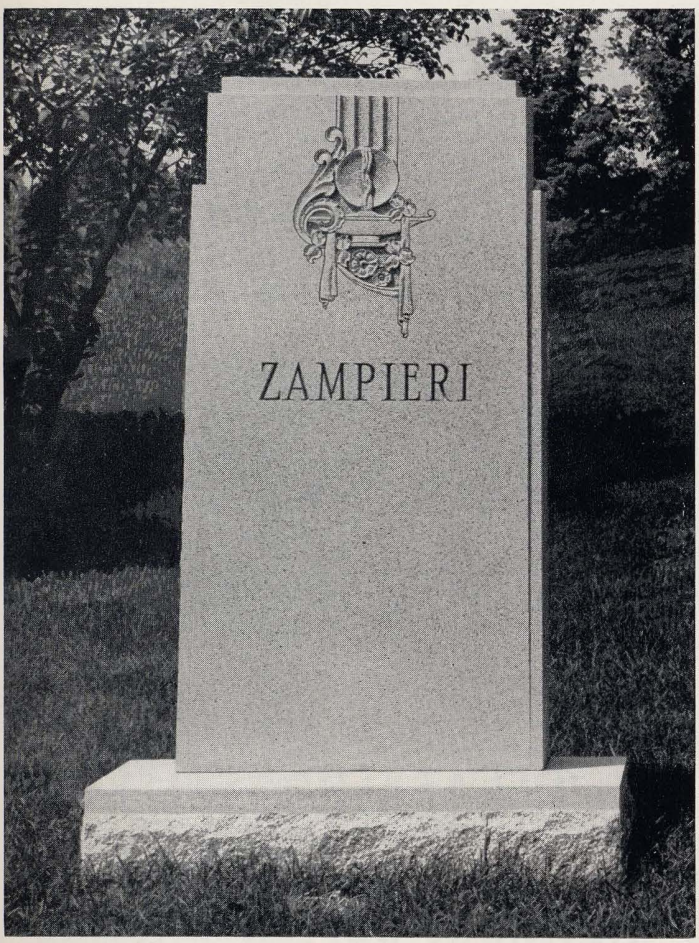
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Action packed to give you more and faster sawed feet per pound of shot. It's new and our regular customers like it. Prove to yourself the quality of our new Alloyed Shot with a trial lot. A full line of high and low speed polishing sizes and small well-graded sizes for panel and carving work.

MANSFIELD, OHIO, U. S. A.





The Zampieri Memorial, a "Monument of the Year" in the Barre District this year, was erected in Hope Cemetery, Barre, Vt. It was produced in our plant using Pirie's Select Barre Granite.

Zampieri & Buttura

BARRE, VERMONT . . BARRE GUILD

THE LEGAL DEPARTMENT . . .

Continued from Page 18]

say what kind of memorials should be erected in churchyards. Even today, in the absence of a statute to the contrary, authorities in control of church cemeteries possibly may be regarded as having considerable discretion not possessed by ordinary cemetery authorities—so long as they do not violate contract rights of lot holders and do not discriminate unjustly between them.

But, somewhere along the line, after our government was formed, custom to allow grave and lot owners to exercise wide choice as to what sorts of memorials they would erect at the graves of their Dead developed, and statutory enactments have served to preserve, rather than to detract from, that right. That choice remains unimpaired excepting as one knowingly buys a lot or grave space in a cemetery which limits the character of memorial, if any, that he can erect.

Most statutes governing American cemeteries recognize by implication that monuments will be commonly erected and so define the regulatory powers of cemetery authorities as to exclude exercise of arbitrary and unreasonable interference with the right of lot holders to choose the kinds of memorials they want—unless, of course, they have bought lots incumbered by restrictive rules. For example, in Wisconsin legislative policy is manifested by a statute (Wis. Stat. sec. 157.11(2)) forbidding the erection of *offensive or dangerous* monuments. And, in Missouri and Iowa, as well as other states, there are statutes which empower cemetery authorities, including municipal authorities, to regulate the erection of monuments, but which imply that the rules must be reasonable, by authorizing rules against *improper* adornment of lots.

But it is to be remembered that most of these statutes were enacted before the advent of "lawn" and "memorial" cemeteries, and that the right to organize new cemeteries, or new sections in old cemeteries, on a "no monument" plan, is now generally recognized—even when markers are restricted to bronze ones. Likewise, in an effort to promote uniformity, new cemeteries and new cemetery sections, may be covered by reasonable and uniformily enforced rules, depressing markers to ground level, prescribing uniformity of memorial dimensions, etc.

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CUTS EASIER
STANDS SEVERE PRESSURE
WONDERFUL ADHESIVE QUALITIES

HOLLAND CLOTH COMES OFF BETTER — LEAVES THE SURFACE CLEANER
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ALL PRICES PREPAID

24½" x 10 yd. roll	$29.00 ea.	12½" x 10 yd. roll	$16.00 ea
4 - rolls	27.55 ea.	8 - rolls	15.20 ea
12 - rolls	26.10 ea.	24 - rolls	14.40 ea

Combination order of the two sizes can be made up to obtain the quantity prices. 2 - rolls 12½" considered as 1 roll 24½".

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On the other hand, while lot buyers are to a reasonable extent bound by restrictive rules in force when they buy, if their attention to the rules is directly or indirectly drawn, we know of no authoritative court decision to the effect that a buyer of a lot in a cemetery area where no uniform plan exists, can be compelled to abide by a rule, in force when he buys, that would absurdly require him to set a marker at ground level in the midst of high markers, or to set a polished monument in the midst of memorials of different finish, etc.

ALEX PARK A MEMBER OF THE 100,000 MILE CLUB

The United Air Lines recently awarded Alex Park, Executive Vice-President of the American Monument Association, a membership in the 100,000 Mile Club of the United Air Lines.

It is reported that W. A. Patterson, president of United Air Lines wrote Mr. Park of the honor which had come to him "in recognition of his contribution to air transportation, through extensive air travel."

Mr. Park has traveled more than 100,000 miles by air. In 1930, he is said to have made one of the pioneer flights with Delta Air Lines when he was the only passenger on a plane flying from Tyler, Texas, to Birmingham, Alabama.

To make it official Mr. Park is to receive an official 100,000 Mile Club card, gold lapel pin, and wall plaque as evidence of his membership in one of the nation's most exclusive organizations.

THE AIR-MINDED DAY FAMILY

Mr. and Mrs. Lotus Day have an air-minded family. It is reported that their youngest daughter recently completed her longest flight on an air transport plane, going from Westover Field, Massachusetts, to Frankfort, Germany, where she is to work in the civil service for the air force.

Their son is said to be working in the radio department of Braniff Airlines.

Mr. Day of Day's Monument Co., Arkansas City, Kansas, is president of the Monument Builders of Kansas and Oklahoma.

Better POLISHES . . . in LESS TIME!

Tamms

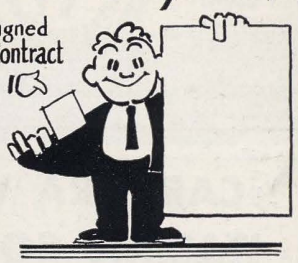
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Works faster — saves polishing time. Economical — goes twice as far as ordinary rouges. Non-injurious! Non-poisonous! Clean! Sanitary! Used by leading firms the world over. Comes in dust-proof, moisture-proof drums. Send for prices and free samples.

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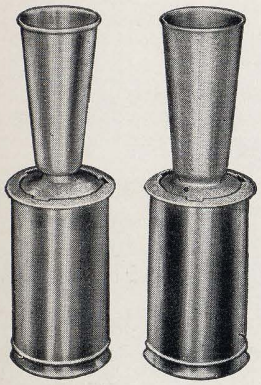
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We are still in the fortunate position to supply you with our famous Century Flower Vases in Genuine Bronze. Both the Spun and Cast styles are available. In view of the imminent Governmental restrictions on bronze, we urge you to provide for your year's requirements now.

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Highest Quality Turned Work: Urns - Vases - Columns - Spheres. Write for free estimates and design folder.

If It's Stone We Turn It.

Obituary Record . . .



REVEREND WILLIAM P. CASEY

Services for the Rev. William P. Casey, 50, director of cemeteries in the Roman Catholic archdiocese of Chicago, were held at 10:30 A.M. October 18, 1951, in Holy Name Cathedral. Samual Cardinal Stritch, Roman Catholic archbishop of Chicago, presided.

Father Casey, who died Oct. 14 in Loretto Hospital after a short illness, was buried in Mary Queen of Heaven Cemetery.

Ordained in 1926 by the late Cardinal Mundelein, Father Casey served for five years as assistant of Ascension Church in Oak Park. He was then assigned to St. Carthage Church until 1934, when he became attached to the archdiocese staff as director of cemeteries.

Surviving are two brothers, Msgr. George J. Casey, vicar of the archdiocese of Chicago, and the Rev. Vincent T. Casey, a teacher at Quigley Preparatory Seminary, and a sister, Mrs. Regina Heaney.

Father Casey was perhaps the best known director of Catholic Cemetery activities in America.

In the cemetery management field and in the monument industry Father Casey has long been known as a conscientious and forthright administrator. He was sympathetic to the ideology of monuments as a fitting tribute.

On many occasions he spoke at conventions in both fields and perhaps his last appearance as a public speaker was at the convention of Monument Builders of America, in Chicago, August 1948. On that occasion his subject was "Is Memorialization Doomed?" (MONUMENTAL NEWS-REVIEW, October, 1948.) His answer to his own question was "No."

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Obituary Record

[*Continued*

PETER B. HOLLAND

The president and treasurer of the Muldoon Monument Co., Louisville, Ky., Peter B. Holland, died July 28, 1951, at the age of 59 years.

Mr. Holland and his brother, George W. Holland, who is vice-president of the firm, purchased the Muldoon Monument Co., and with fine leadership and cooperation the firm has continued to grow. Mr. Holland's sons reportedly have shared in this expansion, P. B. Holland, Jr., being secretary at the present time. The business will be carried on by his associates.

Surviving are his widow, Mrs. Mary N. Holland; four sons, P. B. Holland, Jr., Matt. W. Holland, Richard C. Holland, George W. Holland; one daughter; one brother, George W. Holland; and one sister.

WILLIAM WALKER

William Walker, president of William Walker Co., Inc., Pocatello, Idaho, died at his home in Pocatello during August 1951.

Born in Longside, Aberdeen, Scotland in 1869, Mr. Walker came to this country in 1893 and settled in Pocatello in 1911, at which time he organized his monument firm.

About sixty years ago Mr. Walker joined the Church of Jesus Christ of the Latter Day Saints and at the time of his death was a high priest.

Surviving are three sons, three daughters, 16 grandchildren and 13 great grandchildren.

JOHN S. WARNER

John S. Warner, 63, president of J. S. Warner & Sons, Dundee, Ill., died October 2, 1951, at is home in Dundee. Services were held in St. Catherine's Church.

Mr. Warner is survived by his widow, Mrs. Ann Warner; four sons, William Warner, Claude Warner, Victor Warner, Edward Warner; and four daughters.



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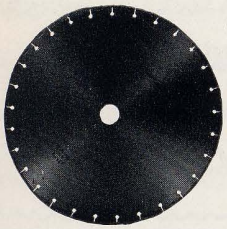
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M13135	18" x .175 x	"	"	"	240.00
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M13150	22" x .175 x	"	"	"	298.10
M13155	24" x .175 x	"	"	"	328.50

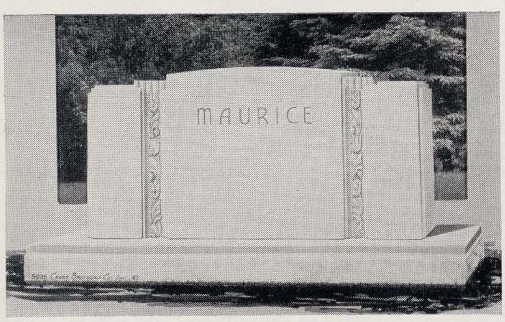
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Makers of FINE MEMORIALS Since 1888

THE TRUE SPIRIT OF CHRISTMAS

By Marian Spitzer

Christmas is just around the corner. Christmas, the joyous season, with its beauty and light and eternal spiritual message. But the beauty is often marred, the light dimmed, the spiritual message muted by the ever-growing commercialism surrounding the holiday, and the almost pagan approach to its celebration in many quarters.

More and more people are troubled by this trend and have started a search for the old spirit of Christmas, the spirit that means tenderness, kindness, reaching out a helping hand to humanity. There are many ways of achieving this spirit, but it is hard to imagine a better, easier, or more rewarding way than by the purchase of Christmas Seals.

When you buy Christmas Seals, through which the National Tuberculosis Association and its 3,000 affiliated associations throughout the country raise funds for their unique and ceaseless drive against the dread disease once known as the Great White Plague, you are participating in the true Christmas spirit. For the money thus raised (and it is the sole source of income for the voluntary tuberculosis associations) is spent for the benefit of your neighbor, your community, your country, for all mankind.

Even though great strides have been made in the conquest of tuberculosis in the United States, it remains one of our major health problems. No longer the Number 1 killer—having climbed through the half century from that dubious distinction to seventh place in the killer list—it is still the Number 1 killer *known to be preventable.*

And that is where the tuberculosis associations come in. The money raised by their Christmas Seal campaign is used for many important services—public education, research, rehabilitation, and perhaps most important of all—finding new, unsuspected and, therefore, potentially curable cases of TB.

It is estimated that, despite all the progress since the turn of the century, there are today still close to 500,000 cases of active tuberculosis in the United States. About half of these are known to health authorities. But almost a quarter of a million people unknown to health authorities are believed to have TB. Many of these people do not even know they are ill; tuberculosis is a sly and wily enemy, which seldom reveals itself when first it strikes.

It is among the apparently healthy people, then, that the search for lurking tuberculosis must be made. The principal aid in this search is the chest X-ray. In the past few years, a technique of mass X-ray, utilizing mobile apparatus and traveling technicians, has become widespread throughout the United States. In what is without doubt the greatest TB case-finding program in history factories, business organizations, schools and colleges all over the land have availed themselves of this valuable service.

Thus, many incipient or early cases have been detected, placed under treatment, and arrested before it was too late. Countless others, who might have been infected by contact, have been spared. This campaign is a continuing one, it must never stop until tuberculosis is brought under complete control.

And money to help this campaign comes from the purchase of Christmas Seals. Lives saved, men, women, and children restored to their families, their jobs, their country in its hour of need. How better could the true spirit of Christmas be expressed than through buying Christmas Seals?

News From Our Advertisers

BARRE GUILD ADVERTISEMENT FEATURES MEMORIAL BUILT TO LAST 1 BILLION YEARS

On a 6,000-foot peak in the Black Hills of South Dakota stands one of the greatest living memorials of our times—the famous $900,000 Mt. Rushmore Memorial. Here, fixed forever in granite, are carved in stone the faces of four national heroes—George Washington, Thomas Jefferson, Theodore Roosevelt and Abraham Lincoln. Each year 750,000 Americans journey to view this awe-inspiring shrine.

In its newest national magazine advertisement, which appeared during September and October, the Barre Granite Association featured this living memorial in the illustration, with the headline: "Heroic Statues or Tender Memories Should Survive The Ages." The advertisement is one of a planned series showing that expressive art lives forever when written in music, incorporated in a painting, created in architecture—or carved in stone. The series of Barre Guild advertisements is now appearing in *American, National Geographic, Good Housekeeping, Household, Successful Farming* and *Country Gentleman* magazines.

The gigantic Mt. Rushmore Memorial was carved by the great sculptor, Gutzon Borglum, who died in 1941 when his task was almost completed. Years of strenuous work in the high altitude of the mountains finally weakened his heart.

The life of the memorial has been fixed at nearly 1,500,000,000 years. From chin to forehead, each "face" measures 60 feet—the height of a five-story building! A 30-inch-long granite block creates the sparkle in Lincoln's eye; Jefferson's eyeball is high enough for a man to stand erect.

It is said that all who come to see the striking memorial stand in awe and reverence.

VERMONT MARBLE COMPANY TO COOPERATE IN WAR PRODUCTION

The machine division of the Vermont Marble Co., Proctor, Vt., reportedly is now geared to produce eight 17,700-pound lathes a month on an assembly line basis through 1952, according to Redfield Proctor, president of the company.

Late in October the company is reported to have completed its first lathe, vital equipment to mass production of jet aircraft engines.

The contract was sublet to the Proctor firm by the Lodge & Shipley Co., of Cincinnati, Ohio, and William B. Dolle, president of the firm came to Proctor to examine the first finished product.

Production of the lathe, which contains 1300 parts, was an engineering test for a company whose primary function is production of marble. Approximately 60 men, nearly half of the machine shop personnel, are said to be working on the project which began last summer.

TWO FIRES AT WELLS-LAMSON QUARRY

Fires at the Wells-Lamson quarry, Barre, Vt., according to the *Barre Daily Times*, destroyed a storage shed and damaged small machinery, motors, tires, truck parts and other equipment in the shed with estimated loss of several thousand dollars.

The first fire broke out about noon, October 15th, according to the report, and was extinguished by workers at the quarry. The second fire was discovered about 1:40 A.M. the next morning by a neighboring resident who notified the Barre fire department.



CEMCO Setting Compound

Set your monuments the easy way by using CEMCO Setting Compound. Made in colors of white, gray and mahogany. A real water proof joint. Packed in 20 lb. 1 gallon cans.

Cemco Gray—$4.50, Cemco White —$4.75 and Cemco Mahogany $4.75, St. Louis.

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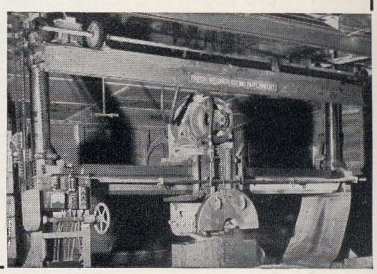
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BARRE GUILD

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429 Franklin Street, Buffalo 2, N. Y.

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ART GLASS MAUSOLEUM WINDOWS

ART GLASS MAUSOLEUM WINDOWS—Send for our booklet of Mausoleum Designs. **Flanagan & Biedenweg Studio, 3754 N. Wilton Avenue, Chicago 13, Ill., Est. 1883.**

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BUSINESS ASSOCIATE DESIRED who has had selling experience. Younger college graduate preferred. Must have car, furnish references. Wisconsin dealer. **Write "Box 783" c/o Monumental News-Review.**

BUSINESS CARDS

1000 EMBOSSED BUSINESS CARDS $3.95 postage paid. Write for free sample and style chart. **E. Meehan, 86 Lincoln St., New Britain, Conn.**

CEMENT

IMPORTED GERMAN STONE CEMENT—Repairs Marble, Granite, 1 Kilo can $5.00, F.O.B. Medford, extra liquid or powder. Also Moulton White Cement. **Chester H. Moulton, 25 Valley Street, Medford, Massachusetts.**

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A RECONDITIONED GRANITE KING ELECTRIC POLISHING MACHINE with a 10-6 reach, can travel in complete circle, with bed capacity of approximately 200 sq. feet. Grinding wheels up to 36" diameter. A bargain. Write for drawings of complete machine and price. We also have a good used wall or post type polisher, price $125.00, F.O.B. Keokuk. **Cameron, Joyce & Schneider, Keokuk, Iowa.**

PYRAMID NOZZLES ARE IN STOCK for immediate shipment, as well as various types of adhesive stencil. **George Pfaff, Inc., 10-61 Jackson Avenue, Long Island City, New York, and Elberton, Georgia.**

ONE PORTABLE MODEL 60 SCHRAMM COMPRESSOR. Excellent condition. Air enough for paving breaker or quarry drill. $1750.00 f.o.b. St. Cloud. **Granite City Tool Co., St. Cloud, Minnesota.**

1—RUEMELIN SAND GENERATOR 750 lb. capacity. Good condition. Price $150.00. **Write DeWeese Monument Co., Paris, Texas.**

USED GRANITE CITY TOOL MEDIUM SUSPENSION POLISHER, rigid type with motor raise and lower. 2-speed motor 5 H. P. and 7½ H. P. Reach 13 feet radius. Grinding and emery wheels. In excellent condition. Golbranson and Company, Inc., Quincy 69, Mass.

FOR SALE

FINE RETAIL MONUMENT BUSINESS in a middle western town of 20,000. Established 50 years. On account of age owner wants to retire. Full particulars on request. **Address X.Y.Z. c/o Monumental News-Review, Inc., 429 Franklin St., Buffalo 2, N. Y.**

MILFORD MONUMENTAL GRANITE WORKS, MILFORD, MASS. In business over 30 years, with excellent reputation. All necessary equipment. Must sell due to owners illness. Price very reasonable. **Write to: Mrs. Peter Revolti, 3 South Free St., Milford, Mass.**

MONUMENT BUSINESS—Fully equipped, fine stock, near three large cemeteries, Kansas City's choicest location. **Write Attorney, 612 Columbia Bank Building, Kansas City, Mo.**

ESTABLISHED 1914 MONUMENT MANUFACTURER, factory well equipped with five ton overhead crane. Office building, 6½ room bungalow heated double plumbing. Two car garage. Sixty ft. boom derrick. Ground 100 x 250. **Write "Box 778" c/o Monumental News-Review.**

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WANTED, ALL AROUND WORKMAN in one or two man shop, no rough cutting, modernly equipped workshop, steady year around work. Chest X-Ray necessary. **Write John P. Vincent & Sons, Galena, Illinois.**

WANTED—EXPERIENCED OFFICE MAN 35 to 50. One who is familiar with all phases of the business, including bookkeeping, yard selling and plant management. **Peter Troost Monument Co., 4300 Roosevelt Road, Hillside, Ill.**

STONE SETTING

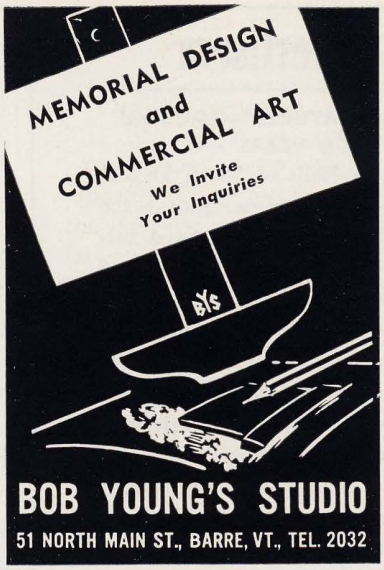
STONE SETTING—Have your **MAUSOLEUMS** and **MEMORIALS** delivered and erected the **SAFE** and **QUICK WAY.** Ample equipment and experienced crews. Quotations cheerfully furnished. **L. C. BEARDEN, BALL GROUND, GEORGIA. Phone 724.**

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WANTED WHOLESALE SALESMAN covering New York outside of New York City to represent large Barre manufacturer selling specialty granite. **Write c/o Monumental News-Review, "Box W."**

WANTED WHOLESALE SALESMAN covering Pennsylvania and New Jersey to represent large Barre Manufacturer selling specialty granite. **Write c/o Monumental News-Review, "Box W."**



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MERCHANT & SEAMAN'S
EXPEDITIOUS MEASURER
Indexed tables showing at a glance the cubic contents of any stone, according to its length, breadth and depth. Used by stone cutters all over the world. Reinforced index tabs.
Price $5.50 Per Copy, Postpaid
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SUPPORT YOUR STATE & NATIONAL ASSOCIATIONS

JANUARY 2-31
GIVE *Voluntarily* TO MARCH OF DIMES

SALESMEN WANTED

EXPERIENCED WHOLESALE SALESMAN to represent our firm in Detroit and vicinity. Complete line of colored granites. **Central Minnesota Granite Works, 25 Wilson Ave., N. E., St. Cloud, Minnesota.**

Salesman to represent Barre Granite Manufacturers. All inquiries confidential. **Write Box 388, Barre, Vt.**

WHOLESALE SALESMEN OR MANUFACTURERS AGENTS wanted to represent manufacturer of Wausau Red and complete line of colored granites. **Write P. O. Box 191, St. Cloud, Minn.**

EXPERIENCED SALESMAN to manage established branch office and display in Baltimore. Desirable house on premises rent free. Commission basis. Must have proven ability. Give references. **Write "Box 784" c/o Monumental News-Review.**

POSITION WANTED

CAN YOU USE GOOD SHOP MAN 60 years old. A-1 any style raised letters, duplicating, good stencil and layout, shop sales. Want work starting February lasting to October or November. Health good, but no heavy lifting. **Edw. Sorensen, 13½ Rotary Ave., Binghamton, N. Y.**

DRAFTSMAN-DESIGNER interested in selling. Would like position with retail firm. **Write "Box 781" c/o Monumental News-Review.**

DESIGNER-DRAFTSMAN-MECHANIC. 30 years experience in all phases of work. Want permanent place as foreman or layout, cut stencil, shop sales. **Write "Box 782" c/o Monumental News-Review.**

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News From Our Advertisers

WAGE RAISE GRANTED TO LANE MANUFACTURING CO. WORKERS

Negotiations between the Lane Manufacturing Co., Montpelier, Vt., and the Wage Stabilization Board, it was recently learned, have resulted in a wage increase totaling ten cents an hour. Word of the approval of this action by the WSB was received by Barre office of the United Stone and Allied Products Workers Union of America, the union bargaining agency, October 9, 1951.

CLECO APPOINTS DISTRIBUTOR IN PITTSBURGH

The Cleco Division of the Reed Roller Bit Company, Houston, Texas, has announced the appointment of Harris Pump & Supply Company, Brady & Sidney Streets, S. S., Pittsburgh 3, Pennsylvania, as distributors for Cleco products in their area.

Cleco manufactures the Cleco and Dallett lines of air tools and accessories—including tools for construction, manufacturing, metal fabrication, foundries, industrial maintenance and stone carving.

E. G. LADEWICH TAKES EASTERN TRIP

E. G. Ladewich of the E. G. Ladewich Co., Mansfield, Ohio, enjoyed a fourteen day trip in the east during early October, when the fall coloring was at its height.

A well-known wholesaler serving the monumental industry, Mr. Ladewich has branches in Barre, Vt., and Marina di Pietrasanta, Italy.

HEBER ENGLAND ELECTED PRESIDENT ASSOCIATED INDUSTRIES OF VERMONT

Heber G. England, president of Jones Brothers Company, Inc., of Boston, Mass., and Barre, Vt., on October 24th, was elected president of Associated Industries of Vermont. He succeeds Herbert C. Gates of Bennington, Vt.

"TO HONOR A MEMORY" EXCELLENT VERMONT MARBLE COMPANY, BOOKLET

An extremely attractive and useful booklet "To Honor a Memory" was released earlier this year by the Vermont Marble Co., of Proctor, Vt., for the use of their authorized dealers. Replete with fine photographs of beautiful memorials, the booklet is an excellent sales aid and should be very well received by the prospective memorial buyer.

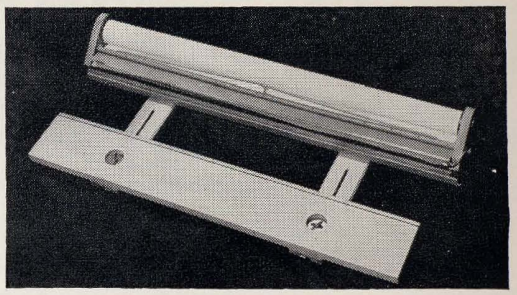
The first section, aptly entitled "Planning the Enduring Tribute," is lucidly written in the best of taste, as is all of the "copy" that follows. Next is a page on "The Cemetery and its Memorials" followed by drawings and explanatory copy on "Principal Types of Memorials" and sections on "Individualizing the Memorial," "The Oldest Memorial Stone in the World," "Enduring Colonial Marble Headstones." The last several pages are devoted to the story of "The Memory Stone" accompanied by photographs of memorials of all styles and sizes, with the last page, headed "Enduring Satisfaction," showing a replica of the Vermont Marble Co., "Certificate of Guarantee."

It can be unqualifiedly stated here that "To Honor a Memory" is indeed an outstanding addition to the Vermont Marble Co., dealer aid program.

BYRON MONUMENT COMPANY OPEN FOR BUSINESS IN BYRON, ILL.

Leslie T. Braddy and Verlie T. Akison, reportedly, have opened a retail monument shop in Byron, Ill., on Blackhawk Drive. The name of the firm is the Byron Monument Company, and their slogan, "Monuments of Character," shows the standard they have set for themselves.

The GUY rack with Paper Holder and Cutter will mean more efficiency in the use of Spacerite — more economy — and more personal satisfaction.



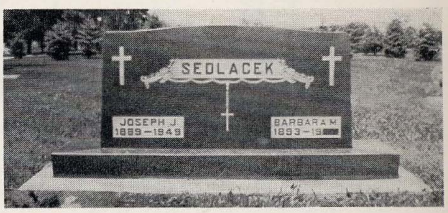
$29 Complete
(Paper not included)

One of our customers writes: "The GUY rack is a nice idea and is much better than the old one we had."

ADRIAN OF QUINCY
48 Penn St., Quincy 69, Mass.

WHOLESALE MANUFACTURERS OF ALL LEADING COLORED GRANITES
LARGE DISPLAY OF STOCK MONUMENTS & MARKERS ON HAND AT ALL TIMES.

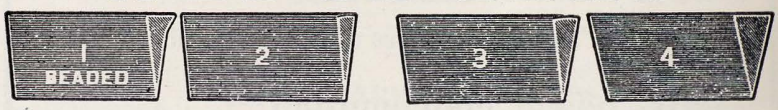
Benefit by our prompt service, distinctive designing, expert workmanship and modern production methods. Resulting in a lower cost and many more satisfied customers for you.



WE ARE SERVING MANY OF THE LEADING MEMORIAL DEALERS IN THE U.S.A.— *MAY WE ALSO SERVE YOU?*

GRANITE MONUMENTAL COMPANY
Phone 3366
153 Cooper Ave. N.
ST. CLOUD, MINNESOTA

WEDGE LEAD



Above shows actual size. Order by Number. Furnished on stock reels of 100#, 50#, and 25#

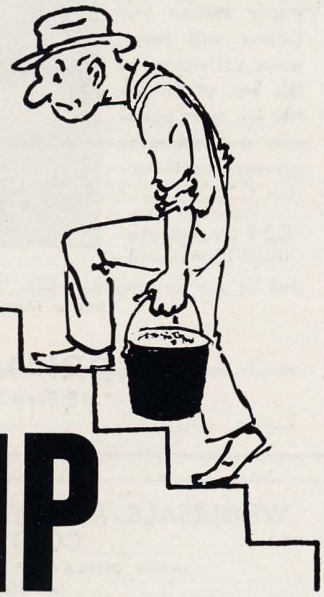
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Correspondence Solicited ROCHESTER 8, N. Y.

CUSTOM SAWING • HIGH SPEED POLISHING AND STEELING • ROTARY AND GANG SAWING •

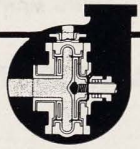
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LEO E. SANGUINETTI, Proprietor
DEPOT SQUARE BARRE, VERMONT



Bring your recovery system UP TO DATE



PUMP SAND and SHOT with HYDROSEALS



LOW installation cost

. . . less than half as much as a bucket elevator system

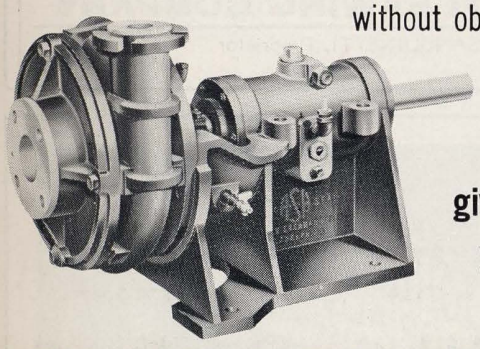
LOW maintenance cost

. . . abrasives bounce off tough Maximix Rubber

LOW power consumption

. . . ⅓ to ½ lower than other systems

Our experienced abrasives-handling engineers will tell you how to bring your recovery system up to date with Hydroseal Pumps without obligating you in any way.



WRITE US
giving the data on your operation.

THE ALLEN-SHERMAN-HOFF PUMP CO.

Dept. F—259 E. Lancaster Ave., Wynnewood, Pa.

Representatives in Most Principal Cities

Not So Editorial . . . POST-WAR POTPOURRI

In our something less than fifty years we have known a couple of hundred editors, more or less, and for the most part they were chained to their chairs, some by choice, others by expediency. This undoubtedly made for better periodicals. Personally, we've long been allergic to both chairs and chains, and have by choice become a roving reporter. Since returning from the service, we've logged some 40,000 miles and upwards of a 100 dealer interviews a year, as well as a considerable number of calls on cemetery officials. All of this should clarify and strengthen editorial opinion. Unfortunately, it seems to work in reverse. It's much easier to be positive, when chained to a chair. We are constantly braced by alarmists, defeatists, and constitutional pessimists on the "decline and fall" of the industry with heavy emphasis on "the good old days." Well, what about it?

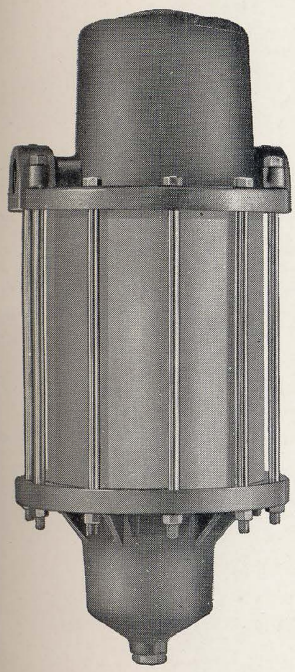
Frankly, we don't see the beginning of the end, and are convinced that the *trebling of the National income* in the past thirty years has brought us a considerable share of that increased wealth. We firmly believe that the industry has had larger sales and profits in the past five years than in any previous years. True, we've seen a few "quarter of a million" a year firms end up in receiverships, but we've also seen an ex-chain store manager take over a struggling retail shop in 1945 with a top pre-war volume of $30,000 (at a loss) and average between $80,000 to $125,000 a year since; an ex-Cadillac salesman start from scratch in 1946 to an $80,000 volume in 1950; an insurance salesman take over a $40,000 two shop business in the hands of the bank in 1943 and raise the volume to over $100,000 with a 15% net in 1950; an ex-GI pre-war $50 a week monument salesman start his own business, on his and his wife's war savings (less than $3,000), and build a $90,000 a year volume to say nothing of a new building costing over $30,000 (nearly paid for). We have been privileged to see and study every detail of the above operations including "the books." And yet during this time and in at least two cases in the same communities of these "success" stories, we've seen "big firms" with honored names fail. Why?

The "big firms" failed, in the main, because of personnel and personality deficiencies, "chairitis," mausoleum and "carriage trade" complexes, a constitutional inability to recognize change, and an unwarranted conviction that the monument business was on the way out (which it was for them).

Seeking the secret of the success of the "interlopers" we do find a few similarities; to wit, enthusiasm and a belief in the business and its future, a willingness to work, attention to civic and social activity, a constant endeavor to "learn," whether it be management, selling, or fabrication. In all the "new boy" successes above, for obvious reasons, the emphasis has been on selling, not manufacturing. However, we can also point to a son of a small and not very successful wholesale manufacturer, who has parlayed his youthful experience in his late father's shed, plus a $25 a week drafting job while taking night school work in drawing, to a two-shop retail establishment doing better than $150,000 a year. In 1937 this young man had three monuments and thirty markers on consignment on the lawn fronting his $40 a month rented home. Today, his two stock displays would be valued conservatively at $60,000. Now this "new boy" does perhaps 80% of his own manufacturing. So in the end it seems more a matter of attitude, aptitude, and work rather than method. In every case these "interlopers" are "cover-to-cover" readers and users of the trade press.

E. H. Whitaker

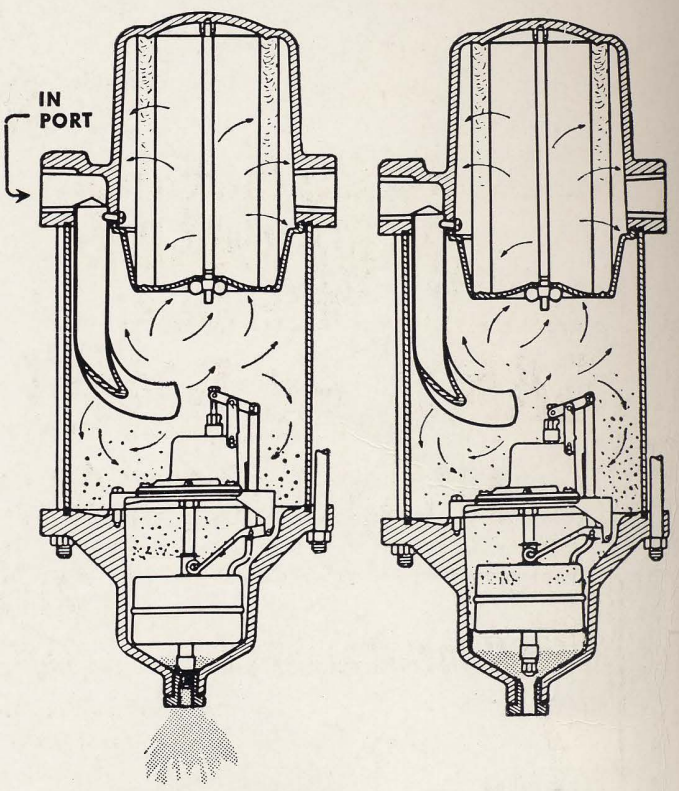
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WITH THE TESTED AND PROVED
D-M MOISTURE AND OIL SEPARATOR
IT'S GUARANTEED



Moisture and oil in air lines is the cause of many operating troubles. The

D-M MOISTURE AND OIL SEPARATOR

with the automatic Expeller and Drain Trap will remove both water and oil. The device will prevent clogging of the mixing chamber in sandblast machines — saving time and money due to shut-downs, reduce excessive wear on pneumatic tools and prevent oil stains. **This device is a necessity for every monument shop.** Easy to install — no adjustments are required. Just connect the Expeller in your Air Line and enjoy trouble-free operation.



DOWN CYCLE UP CYCLE

SPECIFICATIONS			
MODEL	PIPE SIZE	CAPACITY AT 100 LBS. PRESSURE	PRICE
DM-1015	½"	UP TO 65 CFM	55.00
DM-1003F	1"	UP TO 250 CFM	77.50

MIDGET SANDBLAST GUN

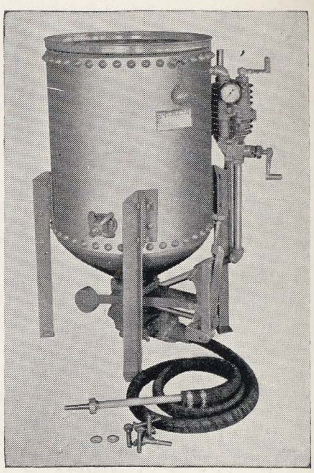
Used extensively for executing two-tone or shaded effect on carving. Fine sand or abrasive dust is used at a low air pressure. Can also be used for removing rust or point marks from bases.



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SCOTCH STENCIL
CERAMIC NOZZLES
BLASTING ABRASIVE
AIR HOSE
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(Non Static)
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The LANE 2-G Grinder is lower in price. Designed especially for handling small work economically. Takes up less floor space. Ideal for the little operator as well as for the large operator. The first grinder to be engineered to use the diamond wheel to advantage. Finger-tip controls. Specially designed cross feed control to assure correct feed for both abrasive and diamond wheels.

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